

SEPTEMBER 18, 1959

Sales Management

PART TWO

Sales Meetings

CONVENTIONS • EXPOSITIONS • TRADE SHOWS



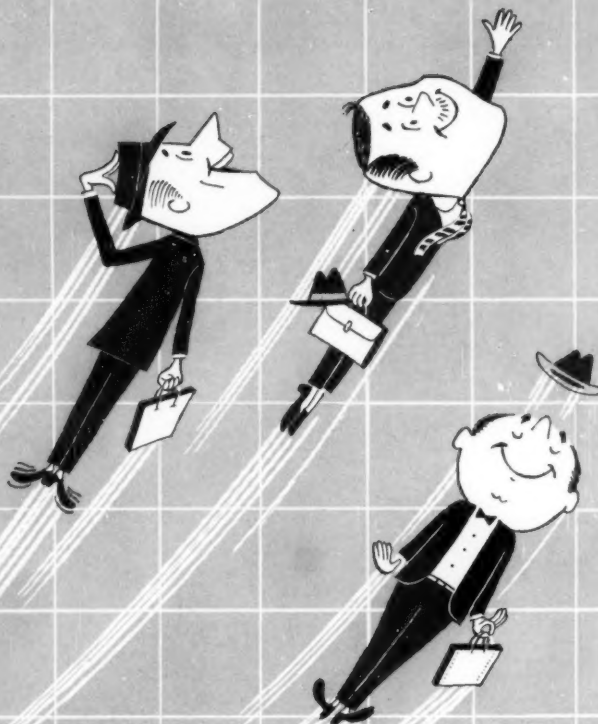
WE GOOF BUT SCORE IN MOSCOW

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When it comes to sales incentives, nothing gets a contest off the ground faster than a TWA Travel Award! The most fabulous vacation spots on the globe are just hours away aboard the great TWA fleet. Superb TWA BOEING 707s, world's fastest and largest Jetliners...non-stop between major U.S. cities coast to coast. Magnificent TWA JETSTREAMS*,

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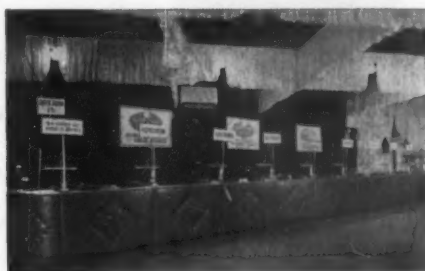
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*where you need it
when you need it
all you need*

It's here . . . all of it! Thousands upon thousands of pieces of equipment to make your next sales meeting, convention or exposition the resounding success you want it to be. Not just equipment, but top quality furnishings, furniture, decorations and accessories that can be maintained and stocked only by the nation's largest exposition service organization Andrews, Bartlett and Associates Inc.



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Sales Meetings

CONVENTIONS • EXPOSITIONS • TRADE SHOWS

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SALES MEETINGS/Part II SALES MANAGEMENT

THIS BEATS PERFORATION

Perforated pages—to make it easy to tear out articles—proved to be a boon to readers. Now we've gone one step further. We've eliminated staples in the binding so that the magazine now opens up flat. New slotted binding offers improved "tear-out", too. (Try it. See how easy it is to tear out the articles you want to file or pass on.)

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can you hold
your **MOST**
successful
CONVENTION
in
LAS VEGAS



**ask the people
who have....**

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PACIFIC COAST ELECTRICAL ASS'N., INC.

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NATIONAL LICENSED BEVERAGE ASS'N.

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COMPTROLLERS AND TREASURERS

ABE J. GREENE
NATIONAL BOXING ASSOCIATION

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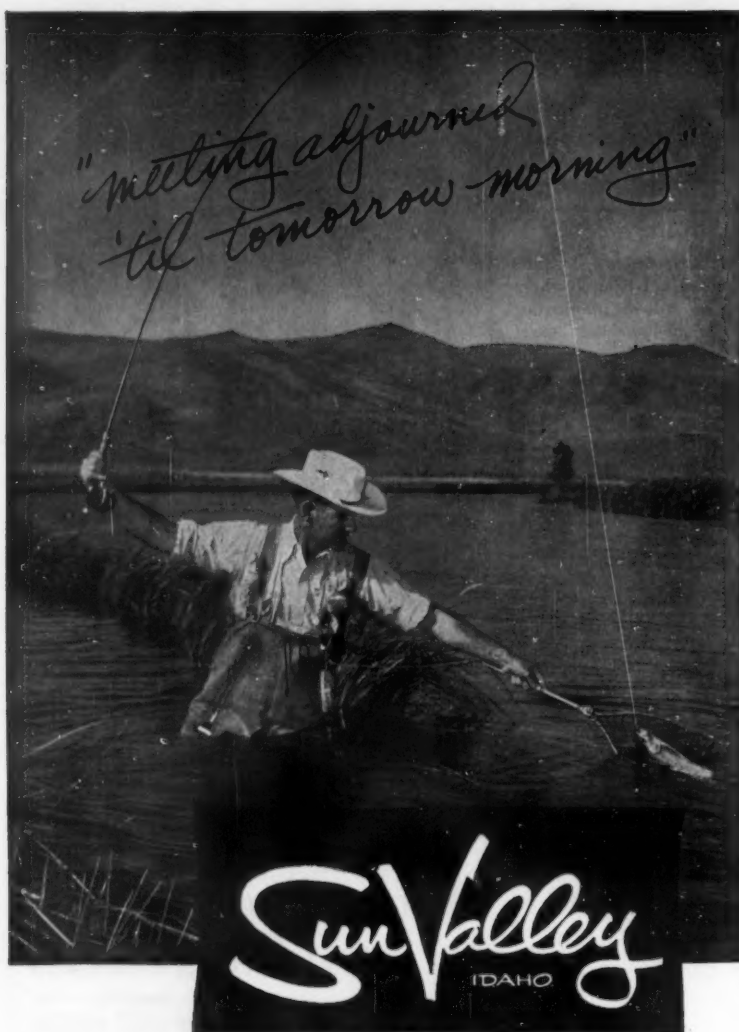
R. E. OWENS, D.S.C.
AMERICAN COLLEGE OF FOOT SURGEONS,
INC.

**our best sales people
are those who have proven
there is nothing like....**



COMPLETE FACILITIES FOR
SHOWS, SALES MEETINGS, CONVENTIONS





YOUR COMPLETE CONVENTION CENTER

Here's a happy man attending a convention. The day's business was wrapped up half an hour ago and he'll be on deck in the morning really refreshed and ready to work, after relaxing at his favorite sport. If you like to make convention business a pleasure, then Sun Valley is for you.

We'd welcome the opportunity to show you how nicely our facilities and activities will fit your convention requirements. For free convention folder and the complete story, just write Mr. Winston McCrea, Manager, Sun Valley, Idaho (or phone Sun Valley 3311).

MEETING ROOMS

No. of Rooms	Max. Capacity
OPERA HOUSE	500
DUCHIN ROOM	100
SLALOM ROOM	100
Numerous smaller rooms	20 to 50

BANQUET ROOMS

No. of Rooms	Max. Capacity
LODGE DINING ROOM	350
CONTINENTAL	600

Liquor by the drink available
per state laws except Sunday
and designated holidays.

RATES

AMERICAN PLAN	EUROPEAN PLAN	
LODGE INN		
\$18 \$16	per person, two	RATES ON
\$21 \$19	in a room	REQUEST
	per person,	
	single room	

CAPACITY

Sleeping accommodations for 500 persons



OWNED AND OPERATED
BY UNION PACIFIC RAILROAD

Sales Management / PART TWO

Sales Meetings

EXECUTIVE OFFICES, 1212 Chestnut St.
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Profits and Modern Tire Dealer.



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Part Two of SALES MANAGEMENT. All mail for
SALES MEETINGS should be directed to Philadel-
phia Office.

Copyright Sales Management, Inc., 1959

a note from Las Vegas



Hi —
Just arrived in FABULOUS Las Vegas —
a couple of days early for the big convention..
Next time will get here earlier — there's
just so much to see! Boulder Dam
is less than 30 minutes away and is
a sight never to be forgotten.
We won't forget the Las Vegas Convention
Center either... It's the finest I've ever
seen! Keep it in mind for your
next convention

Joe

Mr. Charter Member
National Headquarters
U.S.A.



LAS VEGAS CONVENTION CENTER

Desmond Kelly, Manager, Convention Bureau • Convention Center • Paradise Road • Las Vegas, Nev.

LET **El San Juan**
Intercontinental
make your convention
unconventional this year!

Board meetings on the beach? Big deals in the dining room? Private caucuses in the cocktail lounge? Or formal assemblies in banquet rooms that hold up to 1500? They're all awaiting your business-and-pleasure at the San Juan Intercontinental, located on 15 beautiful acres in sunny Puerto Rico.

In Puerto Rico, you have all the fun of a foreign land—with no passports, inoculations, visas, or customs to complicate your planning. At the San Juan Intercontinental, you'll have restaurants, bars, pool, cabana

club, nearby golf course and our own 1500-foot private beach—finest on the island—*plus* all the service and efficiency of an outstanding convention hotel!

The San Juan Intercontinental is just *one* of 15 modern Intercontinental Hotels in 11 friendly foreign lands. All are supervised to American standards.

Phone your travel agent or Intercontinental Hotels (in New York—STillwell 6-5858, in Miami—FRanklin 1-6661). Or write Intercontinental Hotels, Chrysler Bldg., New York 17.



INTERCONTINENTAL HOTELS

The World's Largest Group of International Hotels

SALES MEETINGS/Part II SALES MANAGEMENT



INTRODUCING AMERICA'S LARGEST HOTEL EXHIBITION FACILITIES

Here are over 27,000 square feet of unobstructed air conditioned floor space...an oversize elevated stage, 60' by 60', for display of vehicles, heavy equipment and product shows... at the famous Concord Hotel, where you get more work done while you have more fun!

Here, too, your convention or meeting can also benefit from the Concord's "drive-in" exhibition space—exceeding 40,000 square feet on one level, with unlimited floor load.

All exhibit areas, exhibition halls and staging facilities are yours at no extra charge when your meeting is at the Concord Hotel. There are over 25 air-conditioned private meeting and exhibit rooms accommodating 10 to 3,000 persons... dining room facilities for 2800 persons... over 1000 twin bedrooms.

Additional advantages of this American Plan hotel include:

- Golf on two courses
- Health clubs for men and women
- Three orchestras
- All star entertainment
- Four private dining rooms... conventioners dine together, to discuss and fraternize
- 90 minutes from New York City
- Nearby airport
- Indoor and outdoor pools
- Year-round ice skating
- All-weather sun bathing
- 1000 bedrooms
- 75 executive suites
- Modern shops
- Open all year round
- Every facility to keep your men (and their wives) on the spot, available for meetings

Yes, the Concord has the facilities and the manpower to help make your convention the greatest ever. We've had hundreds of the biggest and best—and they come back year after

THE ULTIMATE IN COMFORT. Deluxe air-conditioned master suites, each with TV and two bathrooms, add pleasure and relaxation to your convention.

year. Here are just a few of our recent clients:

Air National Guard • Gulf Oil • Allstate Insurance • Motorola TV • American Road Builders Assn. • DeJur-Amsco Corp. • Philco TV • Metropolitan Life Insurance Co. • National Lead Co. • Ford • Mutual of Omaha • Westinghouse Electric Corp. • National Theatre Owners Assn. • N.Y.S. Kiwanis • N.Y.S. Wholesale Liquor Assn.

For more information and new, illustrated Convention Booklet, call, wire or write, Dept. S

CONCORD

HOTEL KIAMESHA LAKE, N. Y.

RAY PARKER, General Manager
Jay Cohan, Convention Sales Manager

New York City Convention Office,
41 East 42nd St. • YUkon 6-5910
or Call Monticello 1140

Moving an exhibit in a hurry?

.....

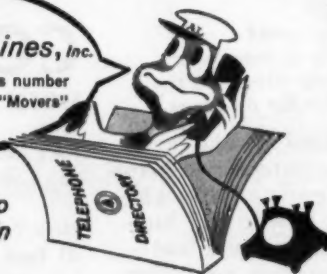
Trust everything



Call Allied Van Lines, Inc.

Look for your Allied Man's number
in the Yellow Pages under "Movers"

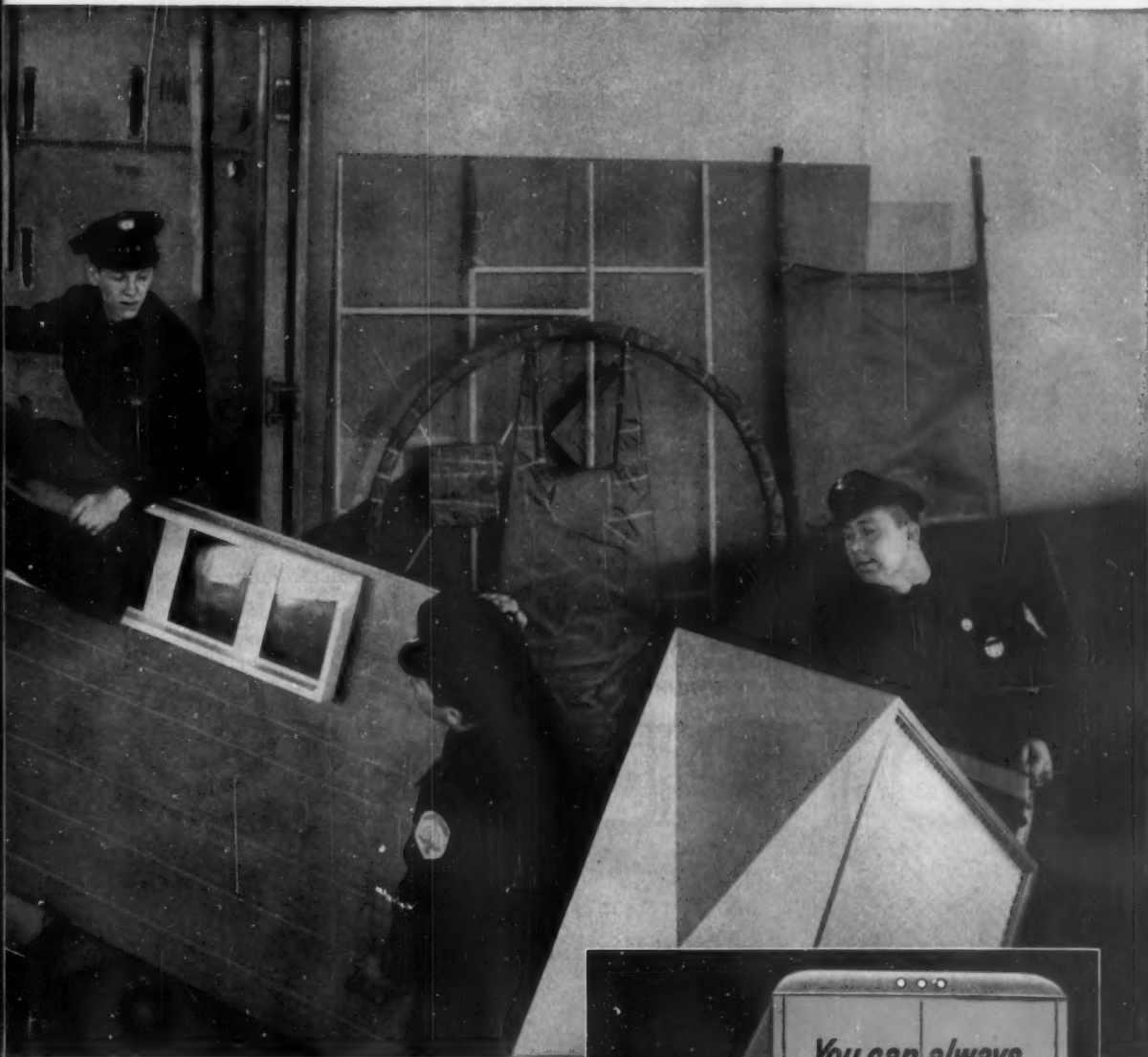
*More people do
again and again*



The show goes on—on time.

Relax, and let your Allied Man handle everything. He'll get it there on time, move it to the next show. This takes lots of experience, expert scheduling, plenty of equipment. And your Allied Man has it. Allied Men

to your Allied Man



have a gentle way with large, easily marred display panels—that keeps them new and fresh-looking longer. Your Allied Man is the world's largest mover—the leader in the moving business. Naturally, you can trust him to take care of your equipment *right!*



NOW ...A NEW CONVENTION AUDITORIUM AND VAST EXHIBIT HALL

ADDING 31,000 SQUARE FEET!



Now completed—an unparalleled incentive for you to hold your meetings at the Diplomat—a magnificent new meeting hall, encompassing 18,000 square feet . . . providing for your conferences unobstructed visual and audio reception for over 2,000 at meeting, 1,500 at banquet. PLUS—a spacious new exhibit hall beneath the auditorium, encompassing 13,000 square feet, easily accessible by ramp, and equipped with electrical, audio, and visual aid outlets. All this . . . plus even more parking space on premises . . . added to the already impressive facilities of the 400-acre Diplomat—

You'll accomplish more, enjoy more . . . at the

DIPLOMAT



HOTEL AND COUNTRY CLUB / HOLLYWOOD-BY-THE-SEA, FLORIDA

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Takes Dim View Of Theme Stunts

Re your July 17 issue—description of Hickok's "Heraldic" Sales Convention—when will the sales and merchandising managers of some of our biggest and best firms grow up?

It is my firm contention that if Hickok's promotion succeeds, it will be in spite of its "Sales Weekend" with its idiot trappings.

Our advertising managers have painfully realized that the public is tired of the "hard sell." If I'm not very much mistaken, members of our sales organizations are just as tired of being treated as half-wits, woken up at 7 a.m. by Lady Guinivere, rocked 10 minutes later by marching bands, and forced to knock one another off barrels after a "dinner" of beer, chicken legs and potato chips.

It is my humble opinion that intelligent, creative executive salesmen, who wish to identify their calling with the professional dignity it deserves, will shy away from the kindergarten atmosphere of firms which assign hotel rooms on the basis of you-must-bunk-with-Joe-because-you're-talkative-and-he's-quiet.

Fred Robey

Special Markets Sales Manager
Baronet Leather Goods
New York City, N. Y.

► If Hickok salesmen did not respond inwardly to meeting theme and stunts, it doesn't show up in their efforts. Hickok sales are 37½% ahead of Fall '58 which was one of the biggest seasons in the company's history.

for group discussers

In the July 17 issue there appeared on page 121 a cartoon on group discussions.

We would like permission to reprint this cartoon in our internal employee publication (Contact!) which is distributed to approximately 1,500 of our field personnel.

F. E. Whitlock

Assistant Manager
Sales Department
The Home Insurance Co.
New York, N. Y.

labor tips for installers

In a recent bulletin from the National Hotel Exposition, it enclosed a copy of "What You Should Know About Labor at Shows." This was from your May 15 issue.

Here at Simmons Company we do shows from coast to coast in the hospital, hotel and motel, school and dormitory field, and this would seem such an excellent piece to send to our people who install these shows. I wonder if it would be possible for me to have 125 copies of this very interesting article.

Paul Steinhäuser

Consultant Decorator
Contract Division, Simmons Co.
New York, N. Y.

help with small meetings

We find a need for establishing a training, educational and improved performance program for our sales representatives. As this is a new approach for us, we feel that outside assistance would be of considerable help in developing a program.

May we have the available literature on conducting small sales meetings plus any other suggestions you might have.

R. F. Thiesen

Vice-President
Krause Milling Company
Milwaukee, Wis.

research visitor reaction

Under a grant from the National Project on Agricultural Communications at Michigan State University, I am seeking to assemble all available research materials dealing with visitor reaction to exhibits, displays and similar activities.

Would you kindly let me know of any studies known to you on this subject. I understand that there may have been pertinent articles published in your magazine.

Could you send me a copy of any research study which you can make available to us? Your kind assistance will be very much appreciated.

Stanley K. Bigman

Research Associate
Professor of Sociology
Gallaudet College
Washington, D. C.



Your Next Convention ...

plan it with
NORTHEAST

Northeast Airlines serves the resort and convention cities on the East Coast—New York, Philadelphia, Boston, Washington, Miami—the places where successful conventions are held. And Northeast's special convention department provides you with promotion plans; publicity; details on charter flights; group travel plans; special rates, hotels and tours.

Get your next convention off on the right foot—Plan it with Northeast.

Get full information from your nearest Northeast Sales Manager . . . or write/wire:

Traffic and Sales Department,
Logan International Airport
East Boston 28, Mass.

NORTHEAST
AIRLINES



the perfect setting for selling

Famous Western Hotel hospitality is yours when sales meetings take you to the Pacific Northwest. The Olympic Hotel's 1000 room capacity can house most or all convention delegates, and its extraordinary range of private meeting and banquet rooms accommodate from ten to 1500 persons. PA systems, movie equipment, storage rooms, handy off-street loading docks are all put quickly at your disposal. The new Olympic Grand Ball Room, Convention Hall (above)—a vast area over one-half block long—is easily the finest of its kind on the West Coast.

Meeting Room Facilities

	Meeting	Banquet
GRAND BALL ROOM	1500	1000
UNIVERSITY ROOM	750	500
REGENTS ROOM	375	250
SPANISH SUITE	1300	950
SPANISH BALL ROOM	900	600
SPANISH LOUNGE	400	350
GEORGIAN ROOM	500	400
OLYMPIC BOWL	500	375
WILLIAMSBURG ROOM	250	175
COLONIAL ROOM	100	60

PLUS 7 other smart rooms, each accommodating 25 to 100 persons.

Write our sales office today for complete convention information.

THE OLYMPIC HOTEL

4th & Seneca, Seattle • Chicago Sales Office: 37 South Wabash Avenue



This popular meeting room accommodates up to 900. Ample space is provided for displays at the entrance to this room.



The new drive-in entrance and freight elevators assure fast, convenient handling of all baggage.

When in **PORTLAND** . . . meeting, conventioning is best at the *Multnomah Western Hotel*, convention headquarters in the Rose City.



LETTERS

continued

needs info on evaluating

The number of exhibiting medical and hospital meetings or conventions is increasing at such a rate that it becomes necessary to re-evaluate all such meetings which are of interest.

Have you published, or do you have available information which would be helpful in analyzing various exhibiting shows, or suggestions which could be incorporated into our regular convention report system?

R. A. Gaines

Sales Promotion Manager
Puritan Compressed Gas Corp.
Kansas City, Mo.

wants 'pep' talk windup

I have always found Sales Meetings to be very helpful in my job and again am looking for help.

In planning our forthcoming sales conference it would be helpful to have some ideas on preparing a 'pep' talk designed to wind up the meeting on a high note of enthusiasm and esprit de corps.

Harold W. Cottrell

Sales Manager
Cincinnati Milling Products Div.
Cincinnati, Ohio

floor trend toward tiles

We are, and have been, consistent readers of your magazine for many years and find your articles most interesting.

Several members of our organization have been debating a question on what is the current trend of floor covering used in exhibits.

We felt that you would give us an unbiased opinion.

W. C. Bonardi

Exhibit Manager
B-I-F Industries, Inc.
Providence, R. I.

► Without benefit of survey — but based on years of show attendance — our staff consensus is this: Carpet is still most used floor covering for exhibit booths. Plastic tiles, however, grow more popular each year. Perhaps as much as 40% of booth floors are now covered with tiles. This varies with shows. Machinery manufacturers tend to use more tile because grease and oil wipe clean. So, if you want an opinion on trend, we'd say, current trend is toward plastic tiles.



Dimension!

Exhibitions add vital dimension to your selling . . . The dimension of "dialogue" not present in advertising . . . The dimension of demonstration, not present in most sales calls . . . The dimension of economy, many excellent interviews in fewer hours which only the exhibit can provide . . . the dimension of "association" to a specific market!

The Exposition Management Association is an earnest group of both trade and public show managers bound together with the objective of improving exposition standards, techniques and results for the exhibiting customer. The method: better shows for the audience. You can expect good results from an EMA exposition manager's show.

EXPOSITION MANAGEMENT ASSOCIATION

EMA

30 Members holding
72 shows throughout
the USA and Canada.
72 West 45th Street,
New York 36, N. Y.

For Successful Meetings

TWO GREAT HOTELS ON TIMES SQUARE

Now under one management, the famous Hotel Astor and New York's newest, Hotel Manhattan, offer the most flexible meeting facilities in this capital city of conventionland. Each is fully equipped—and teamed up as a combined convention headquarters,

they offer facilities unmatched anywhere. Air conditioning, superb staffs, comfortable guest rooms, modern equipment, fine restaurants, and ideal location, combine to make the Astor and the Manhattan wonderful choices for your next meeting.

HOTEL MANHATTAN

44th to 45th Sts. at Eighth Ave.
JUdson 2-0300

New York's newest hotel. 10 luxurious meeting rooms for 10 to 500 people. 1400 air conditioned rooms, each with radio and TV. Excellent garage facilities.



HOTEL ASTOR

44th to 45th Sts. on Broadway
JUdson 6-3000

21 meeting rooms, for 15 to 3000 people. Includes the largest ballroom in New York. 750 air conditioned rooms, each with radio and television.

HOTEL

ASTOR



HOTEL

MANHATTAN

NEW YORK

ZECKENDORF HOTELS • FRANK W. KRIDEL • EXECUTIVE VICE PRESIDENT AND GENERAL MANAGER



FRED BROWN, Director of Sales
GEORGE H. SMITH, Sales Manager

Completely Air Conditioned • Connecting Garage for 600 Cars • TWX DL 511 • Phone Riverside 7-6411

Outstanding Convention Address in the Southwest

HOTEL ADOLPHUS

Summary of Convention and Meeting Facilities

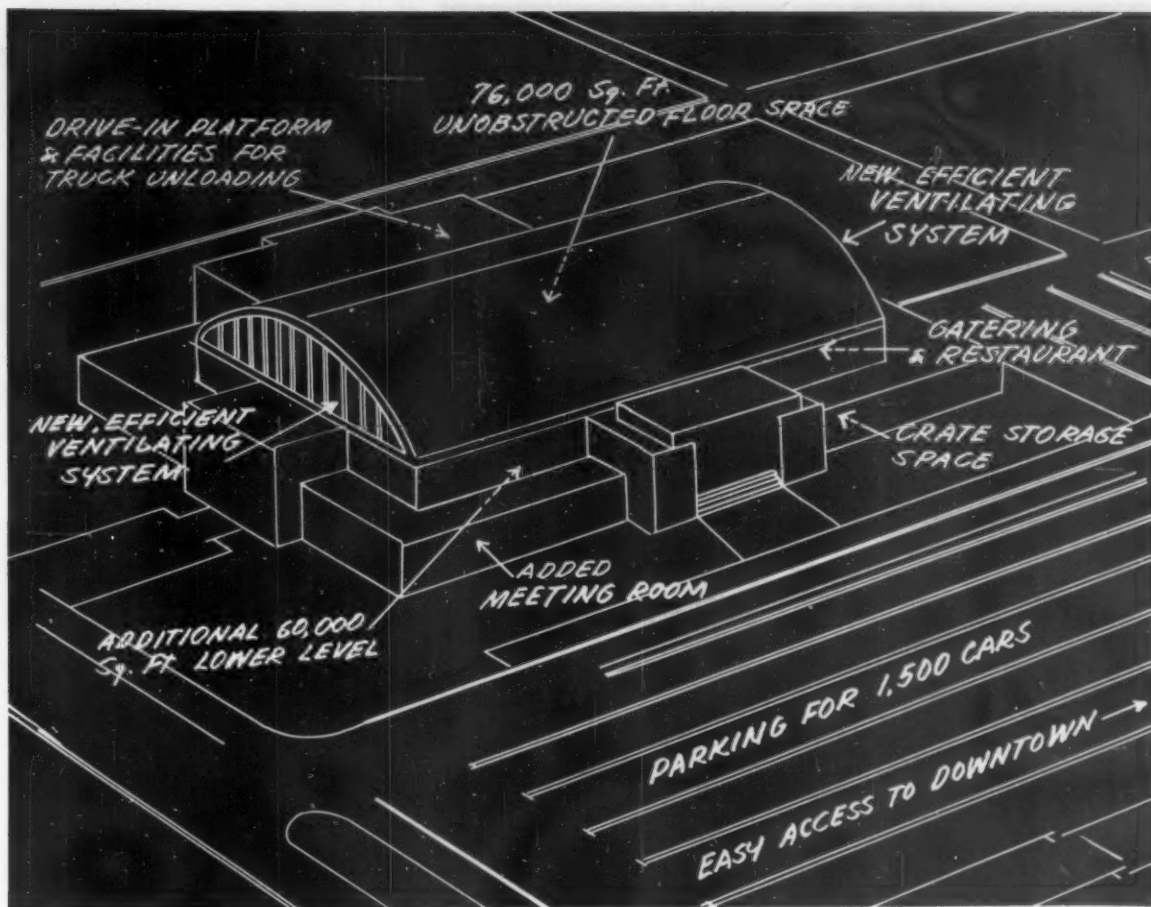
ROOM	FLOOR	SEATING	DINING	SIZE SQ. FT.
Grand Ballroom*	Lobby	1,350	1,000	8,030
Regency Room*	Lobby	1,000	800	6,510
Roof Garden	15th	500	400	3,374
Cactus Room	21st	300	200	2,640
Danish Room	15th	200	175	1,500
North Room	15th	100	80	900
French Room	Lobby	175	135	2,000
Press Room	7th	150	120	2,100
Directors Room	7th	45	30	700
Parlor A	Mezzanine	150	135	1,290
Parlor B	Mezzanine	40	30	378
Parlor C	Mezzanine	50	40	627
Parlor D	Mezzanine	110	90	957
Parlor E	Mezzanine	25	20	288
Parlor F	Mezzanine	30	25	385
Parlor G	Mezzanine	75	65	682

*Connecting

Auto Lift: Via Ramp. Blackboards: Portable. Lecterns: Table and Standing types. Complete range of sound and projection equipment, including public address systems.

HOTEL ADOLPHUS

H. H. "ANDY" ANDERSON, Managing Director Dallas 1, Texas



BLUEPRINT FOR YOUR MOST SUCCESSFUL CONVENTION, SHOW, EXHIBIT

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Showplace of the Nation's Capital
NATIONAL GUARD ARMORY

Great Events at the Armory

American Medical Association • American
Bottlers of Carbonated Beverages • American
Dental Association • International Photographic
Exposition • National Association of Retail
Grocers • National Institute of Drycleaning
• Office Equipment Manufacturers' Exhibit
• American Legion National Convention

For Information—

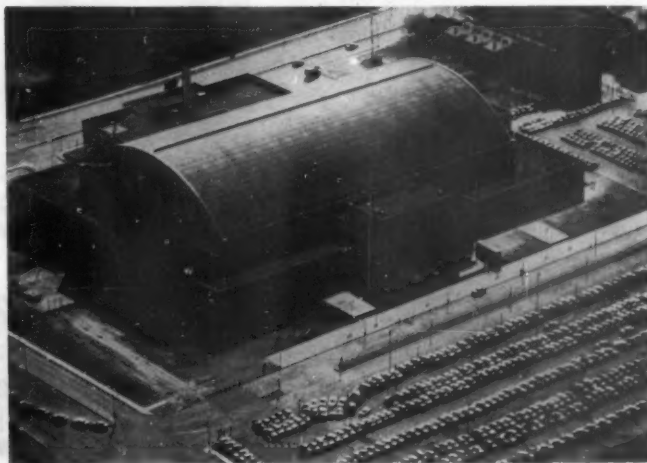
Write Arthur J. Bergman, Manager

NATIONAL GUARD ARMORY

2001 East Capitol St. Washington 3, D. C.
Phone Lincoln 7-9077

In all the world—there is no city so vital in the news—so important to important people as Washington, D. C. This is the market you reach—this is the influence you share when you hold an event here in the capital of the world. And, as it should be, Washington boasts the finest facilities for your exhibit, show or convention. Here you will find the perfect place for any news worthy event.

- Excellent Hotel Facilities Nearby •



GROSSINGER'S

Only 2 hours from New York, in the beautiful Catskill Mountains, you'll find a blending of natural beauty and man-made ingenuity . . . 1000 acres of fabulous resort estate, providing America's most versatile setting for every type of Convention, Sales Meeting, Training Seminar and Incentive-Plan Holiday. In this pleasant country atmosphere you'll enjoy every modern facility for the smooth functioning of your convention; all the advantages of a captive audience, plus an unequalled array of Sports, Social and Entertainment features.

The magnificent Indoor Pool and Health Club is the largest in the resort world!

There's the Championship 18-Hole Golf Course; Tennis on all-weather courts; Private Riding Academy and Bridle Trails; Grossinger Lake for Swimming, Boating, Fishing; Hunting in season; Outdoor Artificial Skating Rink open 7 months of the year; Skiing and Tobogganing in Winter; always Top-drawer Entertainment and Dancing nightly to 2 fine Orchestras.

The gracious Dining Room seats 1400 guests, to enjoy Grossinger's famed cuisine

There are 25 Meeting Rooms, to seat from 10 to 1600 people . . . complete with latest ALTEC P. A. equipment, Movie and Slide Projectors and Large Screens, Tape Recording Facilities, etc. Convention Hall seating 1600 has 40' x 20' x 4' Permanent Stage.

Conveniently reached from all directions over 6-lane super highways . . . and by private plane to JENNIE GROSSINGER AIRPORT.

A total of 25,000 square feet of Exhibit Space . . . 12,500 on this one floor!

FOR COMPLETE DETAILS AND COLOR BROCHURE, WRITE OR CALL

RICHARD B. BRAINE

DIRECTOR OF SALES

GROSSINGER'S OFFICE, 221 WEST 57TH ST.
NEW YORK 19, N. Y. Phone Circle 7-4965

Grossinger's

ON GROSSINGER LAKE

HAS EVERYTHING

FOR YOUR CONVENTIONS

ALL THE YEAR 'ROUND!

ALL SPORTS at ALL SEASONS

GROSSINGER, N. Y.



-SM- FACILITIES ROUNDUP

ANAHEIM, CAL.

City Council has okayed a \$5-million dome-shaped convention hall to be located near Disneyland. Proposed building will seat 6,000 and will cover 90,000 sq. ft., reveals developer Leo Freedman.

PHOENIX

New 220-room, \$4-million Arizona Thunderbird Hotel is slated for completion in December. Plans call for eventual construction of an eight-story extension to bring room total to 450. Banquet hall is designed for 800 persons. Two private dining halls will be available for rental.

MILWAUKEE

New \$2.5-million Milwaukee Inn, first major building of its kind to be erected in the heart of Milwaukee in over 25 years, is now open. Garden type 185-room structure features a ballroom which accommodates 250. It can be divided into four smaller rooms. Inn facilities include a two-story parking lot for 150 cars, a cocktail lounge and coffee shop.

CLEVELAND

New 145-room Hopkins Airport Hotel will be located near the entrance to Cleveland Municipal Airport. Hotel will be completely soundproof. Features will include meeting and conference rooms, coffee shop, swimming pool and a patio area.

ST. LOUIS

New 144-unit Ho-Tai motor hotel will be built. Facilities include a community building which will house a dining room for 150, coffee shop for 40, six meeting rooms ranging in capacity from 30 to 300, cocktail lounge and office. Rooms will be in two wings, two stories high. Pool, patio landscaping and an inner drive will be constructed in a court between the wings.

NEW YORK CITY

Zeckendorf Hotels Corp. has entered into a 99-year lease for operation of the Drake Hotel. Project includes construction of a 16-story,

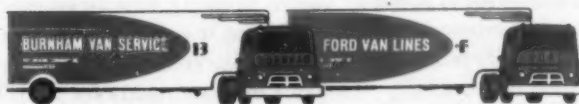


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FACILITIES ROUNDUP

continued

200-room annex on E. 56th St. This will boost number of rooms to 700. It will also give hotel several new function rooms and a supper club.

Hilton Hotels Corp. has purchased the building at 624 Madison Ave. adjacent to Savoy Hilton Hotel. New ballroom will be added to the hotel plus more guest rooms and office space, reveals Joseph P. Binns, Hilton vice-president. Additions will be constructed within the next two years.

GRAND BAHAMA ISLAND

Complete renovation of Grand Bahama Club is underway. Cost is expected to run about \$2 million. Major part of program will include complete convention facilities—convention hall, auditorium, exhibit hall and private meeting rooms. All rooms and public space will be air conditioned and refurnished. Plan also calls for a new entrance lobby, new dining room and ballroom, marine bar, calypso lounge, and a coffee shop. Contracts have been let for a championship golf course and protected yacht basin with a deep water channel. Major part of the program will be complete for the winter season, says Ed C. Leach, president, Jack Tar Hotels.

RENO, NEV.

Bond issue which calls for a \$4.5-million convention auditorium in the downtown area has been passed. Large share of the credit for adoption goes to Holiday Hotel Director of Publications Bob Hughes and Reno Convention Bureau Manager Bob Sullivan.

LONG BEACH, CAL.

This city is planning to enlarge its present auditorium. Three major U. S. hotel chains are seeking sites for new hotel facilities here.

OAKLAND, CAL.

Ground breaking ceremonies were held recently for \$2-million expansion program for Hotel Claremont. Work will be carried out in three phases to allow hotel to continue full-scale operations. Phases include 1,200 car parking lot, swimming pool and 32 banquet, conference and exhibit rooms.

DETROIT

Million-dollar remodeling of Henrose Hotel, formerly the Barlum, is complete. Two entire floors of air-conditioned banquet and meeting rooms, including a ballroom, replace old facilities. Rooms will seat from 100 to 1,250. Lobby of hotel has been completely redecorated.

DALLAS

Construction of a 1,000-room luxury hotel in Exchange Park is expected to start within the next four months. Sixteen-story building will cost about \$18 to \$20 million. Dining facilities for 2,000 and a banquet room for 1,500 will be provided.

SAN JOSE

New \$3-million San Jose Caravan Inn is expected to open within a year. Luxury features will include an olympic-sized swimming pool, a pitch and putt course. Convention facilities will allow for more than 1,000 guests.

WINNIPEG

Hotel Corporation of America has taken a long-term lease on a 100-room motor hotel now under construction. New \$1.7-million, five story structure is expected to be completed in December. Broadway Hotels, Ltd., Canada, is the owner.

LAS VEGAS

A \$3.5-million remodeling and construction program is underway at the Hotel Sahara. New 14-story addition will incorporate 204 new rooms and suites designed to double as accommodations or hospitality rooms. This will bring the Sahara total to more than 600. Also planned are a 700-capacity convention hall, private banquet hall, terrace room, bar and lounge, dining room and coffee shop.

QUITO, ECUADOR

Hotel Corp of America will operate a 250-room, \$6-million hotel now under construction. It is tentatively named Hotel Quito. Hotel is scheduled to open in January, 1960, in time for Pan American conference which will be held in this city.

PORTLAND, ORE.

New, 300 room Sheraton-Portland Hotel will open Sept. 28. It

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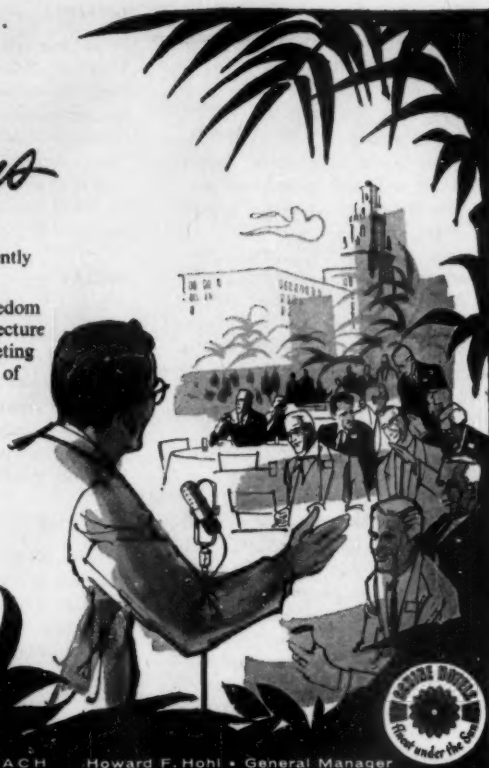
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a convention in

FRANCE

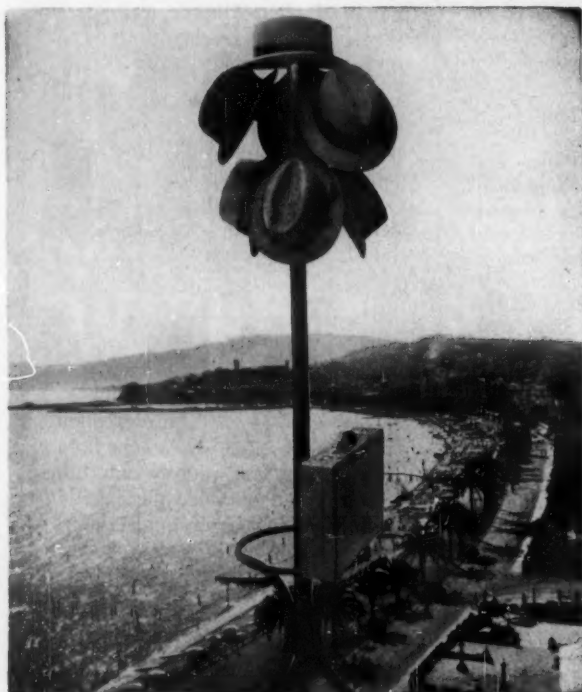
builds prestige, pleasure... and profit!

There are many good reasons why American business leaders are selecting France for their next convention or group meeting. Most important is the special enthusiasm, excitement, and lift that spark any meeting in France.

Firestone, Prudential, Arma-Bosch, The Flight Safety Foundation, and the Illinois Road Builders Association are just a few of the leaders who have chosen France this year as their convention site, sales-incentive goal, or employee-vacation headquarters.

France is only a short overnight trip by air... a "long weekend" by sea. Steamship lines offer one free passage for every 20 persons in a group; airlines will carry one in fifteen free. Or, you can charter a plane and save up to 40%.

Once in France, your convention hall and facilities are FREE. You get SPECIAL GROUP RATES in hotels and restaurants. And no matter which great resort you choose—Cannes on the glamorous Riviera, Deauville on the fashionable Normandy coast, or Evian on lovely Lac Lemman—you get V.I.P. treatment every step of the way! You are among the leaders of American business when you have your convention in France. Yves Kob, Director of the Dept. of Sales Programs and Conventions for the F.G.T.O., will work with you and your Travel Agent to set up the most exciting meeting your company has ever had. Get in touch with him soon!



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SALES MEETINGS/Part II SALES MANAGEMENT

FACILITIES ROUNDUP

continued

will be able to accommodate 1,100 for banquets and 1,560 for meetings in the main ballroom. Additional cocktail and dining services will be provided in the \$7-million structure.

VANCOUVER, B. C.

Banquet facilities for 600 guests are planned for the new 300-room \$4-million hotel. It is expected to open next summer. Hotel will be built by Western Hotels, Inc., and Marwell Construction Co., Ltd. Main courtyard will include a swimming pool. Coffee shop, dining room and cocktail lounge will overlook a marina to be operated in conjunction with the hotel.

LOS ANGELES

Multi-million dollar refurbishing program for the Biltmore is expected to be complete by December. Hotel can now accommodate 1,500 for banquets and 25 to 2,500 for meetings. Exhibit space totals 99,500 ft.

MASSENA, N. Y.

Construction will soon begin on a Holiday Inn. Complete convention facilities will be available in the 240-unit motor hotel. Hotel will feature a swimming-pool, a 250-seat restaurant, ballroom, coffee shop, nightclub and bar, and executive suites.

SAN JUAN, P. R.

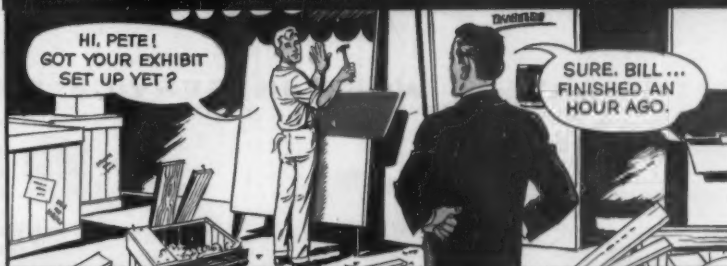
New, 416-room luxury hotel in the Condado area is expected to be complete by end of 1960. Air-conditioned, 12-story building will feature swimming pool public function rooms, cabanas, gambling casino, a nightclub and restaurants. Total construction and furnishings are expected to approach \$20-million mark. A long lease is in the process of negotiation with Hotel Corp. of America.

SYRACUSE, N. Y.

Sheraton-Syracuse Inn will undergo a \$500,000 expansion program. It will include a new ballroom, complete new floor of guest rooms and additional parking facilities. Ballroom will be constructed over the present ballroom, restaurant and administrative area. New ballroom and two adjacent function rooms can accommodate 455.

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Donald M. Mumford, General Manager

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Cubana assigns as many planes as you need for your exclusive use, paints your name on them in big letters, decorates the interiors with your signs, slogans, campaign material. These chartered planes—modern jet-prop Britannias or jet-prop Viscounts—take off from the place you designate, fly swiftly and pleasantly to your chosen destination. Arrangements can be made for exciting refreshments and delicious meals aloft.



Further, Cubana helps you plan all activities—business or pleasure—makes suggestions for accommodations, tours, night club and casino visits. Cubana prepares pre-convention literature and sends it direct to salesmen to keep them on their toes and "rarin' to go." Best of all

...for an overseas convention, the costs are less than you'd expect. It's a package deal that packs a lot of sales incentive.



Tell us the kind of meeting you have in mind and the number of persons who will attend. Then let us tell you specifically how we can help you plan for the best convention you've ever had!



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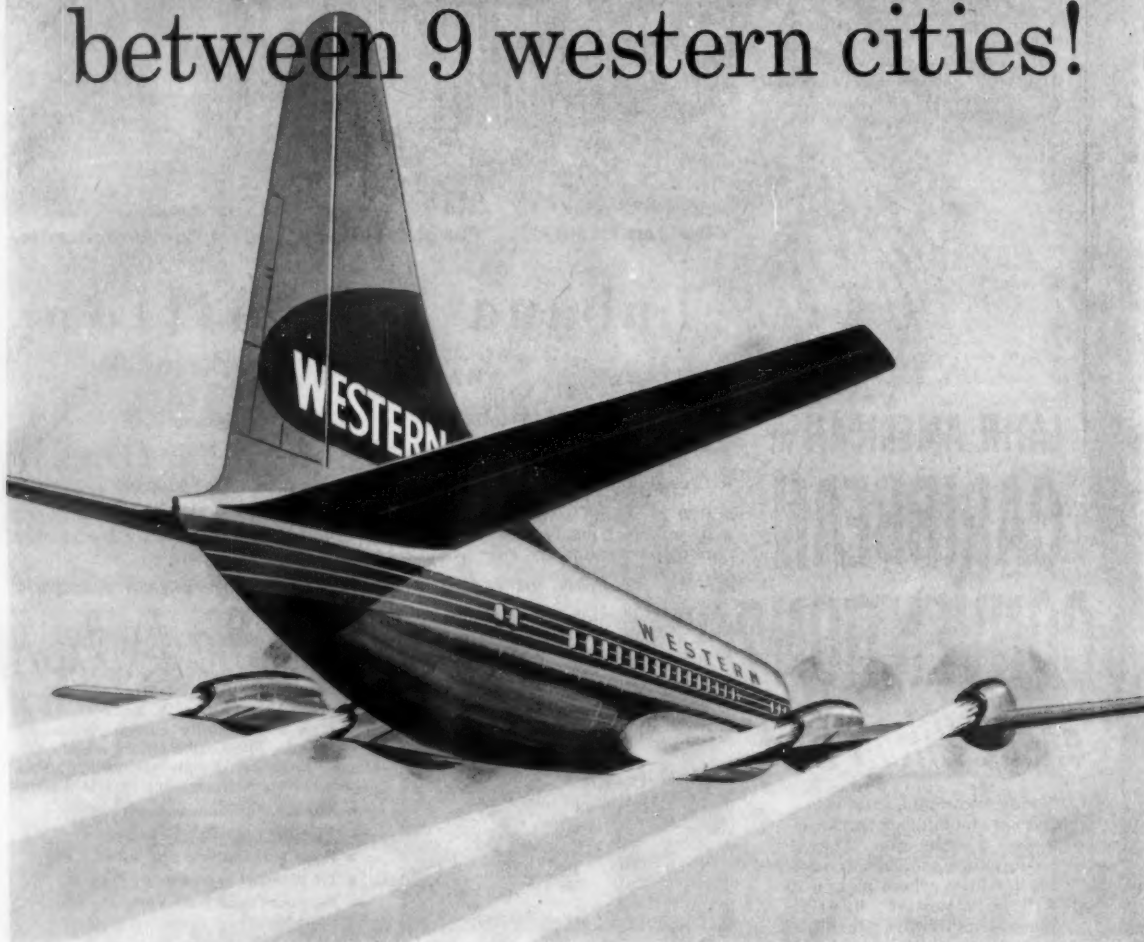


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Now you can fly *electra*/JETS between:



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Trebled exhibit program is slated for Instrument Society of America for next year. In addition to annual show, Sept. 28-30, 1960, in New York City, ASI has scheduled regionals in Houston, Feb. 1-5, and San Francisco, May 9-13. This year's show in Chicago, Sept. 21-25, is expected to draw record attendance. It has nearly 400 exhibitors.

New shows to bow in New York City next year. One is Institutional Food and Supply Show. It will be staged in New York Trade Show Building, Mar. 21-24. Another new show is Industrial Building Exposition & Congress. Managed by Clapp & Poliak, Inc., this show is scheduled for New York Coliseum, Dec. 12-15, 1960.

Tenth Biennial Electrical Industry Show, Mar. 23-26, Shrine Exposition Hall, Los Angeles, expects 20% increase in attendance of 1958 event. Total of 350 exhibitors are expected.

International Conference of National Office Management Assn. plans two innovations next year. Eighteen technical sessions are to run concurrently. Another innovation for NOMA, these workshop sessions will be held in Montreal Show Mart, "to bring closer liaison between office machines and equipment exhibitors and conference registrants." Convention is slated for Montreal in May.

Fred McCallum, manager, Birmingham Municipal Auditorium, was elected president, International Association of Auditorium Managers, at recent convention in Atlanta. New Orleans was named site for 1960 conclave and Milwaukee received the nod for '61 convention.

After four years, Plant Maintenance & Engineering Show will return East next year. Four-day show is scheduled for Philadelphia Convention Hall, Jan. 25-28.

New York Coliseum has adapted 70,000 sq. ft. of floor space for new meeting and exhibit rooms. Area has been divided into eight sections. Managing Director Howard Sloane reports, "New facilities can accommodate groups from 240 persons to as many as 3,000 in the eight rooms, or combinations of them to make three major units or one entire floor area." Area can be converted in a matter of minutes with movable walls of vinyl material with a hard, acoustical core. New acoustical ceiling has been added to reduce noise and enhance appearance.

Five American firms have received contracts to design and build exhibits for British Exhibition, scheduled June 10-24, in New York Coliseum. Federation of British Industries, with backing of British government, is sponsor. D. A. Lamb, general manager of the exhibition, says, "Displays will show all that is best and most advanced in British industrial products—both consumer and capital good." Five exhibit producers to get contracts are: Ivel Construction Corp., Brooklyn; The Displayers, New York City; Manhattan Exposition Construction Co., New York City; Messmore & Damon, New York City; and Structural Display Co., Long Island. Sir Norman Kipping, director general, Federation of British Industries, says applications for exhibit space already received "assure us of the first comprehensive



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British exhibition ever staged in the United States and a most outstanding event."

"Breakfast in Bed with Venus" will be revived by Venus Pen and Pencil Corp. It will be used again at National Stationery and Office Equipment Assn. convention in Chicago this month. Invitations are mailed to members of NSOEA. Ticket given to room service at Conrad Hilton Hotel provides conventioneer with room-delivered Sunday-best breakfast. On tray will be current copy of a weekly news magazine that features Venus advertising. Also on tray — along with food — will be material to announce line of 3,500 pencils.

French Trade Pavilion is slated for a 10-week showing at Philadelphia's Commercial Museum. It opens Jan. 15. Core of exhibit first appeared in United States World Trade Fair, New York City. Materials and displays will be added to bring exhibit up to 20,000 sq. ft. French exhibit has been preceded by exhibits from Benelux, Japan, Scandinavia and Switzerland.

Two new organizations have been established to aid convention planners. One in Chicago, other in Dallas. Horace M. Barba, Jr., former advertising representative with Life magazine, announces formation of Associated Meeting Coordinators, Inc., in Chicago. He will specialize in meeting management. Jeanne Wentworth, formerly vice-president, Showmanship, Inc., Los Angeles, has founded Service Associates in Dallas. Service Associates offers services "from smallest administrative details — registration supervision, press room, special functions, women's programs — to complete management of trade shows."

New auditoriums are being planned all the way from Connecticut to Hawaii. Proposal to build a Coliseum has been submitted to Hartford City Council. Almost \$4 million, new hall would be adjacent to Constitution Plaza north of Founders Bridge. A \$35,000 survey is being made to back up plans for a \$3-million hall near Waikiki Beach. Waikiki Shell, proposed auditorium-arena, will have unique construction — no sides but a "turtle-back" roof. Another auditorium in the "works": Jacksonville, Fla., municipal auditorium to cost \$6.2 million and to be completed by October, 1960. It will seat 12,000 and will be multi-purpose auditorium-arena.

New teletype system to secure immediate hotel reservation confirmation has been set up. Called Telequix, it is a network of hotels — now 30 with more to be added — that will provide confirmed reservations in 24 cities. Both individual guests and convention groups will be served. Telequix is supervised by Ellington & Co., Inc., New York City, advertising agency that specializes in hotel advertising.

Joseph V. Friel, exposition planning expert of Reber-Friel Co., Philadelphia, was honored this month with a citation from American Hospital Assn. He has organized and directed annual A.H.A. convention for past 20 years. In addition, Friel applies his talents to such events as National Housewares Shows, International Atomic Exposition, Fleet Maintenance Exposition and Electrical Progress Show.

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meeting capacity 1000 ...
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Rooms ... 150 combinations of
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TUNNEL TO
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which faces the crowds, that attend the speaker,
who can be seen on closed TV
in thirty rooms, both large and small,
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available in portion or package
to mammoth convention or intimate group...
but is yet just a part
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It's everything we
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Every detail of the Sheraton-Park Hotel contributes to the one big effect you want . . . a successful, stimulating, result-getting sales meeting or banquet!

Sheraton Hall, the Sheraton-Park's new ballroom, can accommodate 2,000 for dinner or 3,000 for a meeting. The acoustics are perfect, closed circuit TV facilities are available, and there are 16,000 sq. ft. of exhibit space directly below the ballroom connected by an escalator. Seven additional function rooms accommodate from 50 to 400 people.

Between meetings, your members can enjoy all the relaxing pleasures of a resort hotel. The Sheraton-Park's 16 landscaped acres include an outdoor swimming pool, four tennis courts and a private train to take your guests around the grounds. All 1,200 rooms are air conditioned and have radio and TV. Three fine restaurants offer excellent dining at reasonable prices . . . there are also two delightful cocktail lounges for meeting and entertaining your associates. And you and your members are only ten minutes from the heart of the nation's Capital, in downtown Washington.

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Completely NEW **Medium-sized Ballroom**

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- ★ Seating 875 for banquets
- ★ 1200 for meetings
- ★ Parking for 300 cars

AS THE EDITORS SEE IT

Tip for World's Fair Planners

As they come down to the wire, New York City and Washington, D. C., are slugging toe to toe for permission to stage a world's fair. Congress must make a recommendation before it adjourns this month. In November, the international association that sanctions world's fairs—Bureau Internationale des Expositions in Paris—will consider a city for a 1964 fair. (At least four years' notice must be given to foreign governments of a world's fair. It's the job of the Bureau to prevent date conflicts.)

New York City has much on its side: It has a site (same as for its 1939 fair); it has city backing (Mayor Wagner is poised to battle for it); it has business interests lined up (presumably with cash in hand).

Washington, on the other hand, has been working toward a fair—publicly, that is—since June, 1958. Last year United States International Exposition Committee, Inc., was formed to develop plans for a fair in the nation's capital. It has support from business and many members of Congress.

Although New York City fair planners claim two years have been spent to plan a fair, it wasn't until last month that a committee was publicly announced and incorporated. It is New York World's Fair 1964 Corp.

If Congress does not send a recommendation for a site to the President before it adjourns this month, there may be no world's fair in the United States for quite some time. At the moment, Washington interests have more Congressmen lined up than New York.

From the sidelines, we hope one of the cities gets the nod in time for a world's fair in 1964. Either one is a logical site: Washington, because it is our nation's capital and seat of government; New York, because it, more than any other city, represents U.S.A. to foreigners.

We haven't seen Washington's list of committee members, but New York's is quite impressive. It includes top executives in commerce, industry and labor. Just one minor element is missing. Not a soul on the committee of 75 is a specialist in expositions.

Our government in Washington fares badly at international fairs (see: *We Goof But Score in Moscow*, page 35) because it calls on every

talent except genuine exposition know-how. Is New York City headed for the same fate?

World's fairs, more than other types of expositions, are tricky affairs. Costs are high under the best conditions. Unless many specialists are in on the ground floor of plans, expenses stagger off into the wild blue yonder. When you deal with exhibit building construction and design of facilities today, you are fiddling with high-priced commodities. It's no place for amateurs or experimenters—however eager and willing.

Last time New York staged a fair, bond holders took it on the chin. This time they could, too—even more so since normal costs are much higher today.

Ounce of prevention here is to stop "expertizing" by non experts and get some people on committees right now who know which end of an exhibit is "up". You need big names on committees; you need money interests to serve; you need public spirited citizens to lend a hand; but, you've got to have know-how, too!

A committee without exposition know-how can't select designers and architects because it has no criteria to judge talent. A visit to Brussels last year or Moscow this year shows what can happen when really experienced and qualified people are not in decision-making posts.

A man may be a lawyer of unusual skill, another may be a banker of rare business acumen, still another may be the sharpest railroad executive around, but on a committee to make decisions on exposition layout and exhibits, they are rank amateurs—dabblers in costly pursuits.

So, we respectfully suggest to any city that has hopes for a world's fair: Please put exposition specialists on your committees early. Don't have plans too far committed before you call in specialists. Don't make them serve later as firemen to put out blazes of inept actions.

It's cheaper, too! Right now, any city can create a committee of specialists on exhibitions that would be happy to serve without fee. There are several excellent associations of specialists that would supply advice at a moment's notice. Our government, unfortunately, has never taken advantage of this pool of expert talent. We hope New York City or Washington, D. C., whichever gets the nod for 1964, learns from past blunders.



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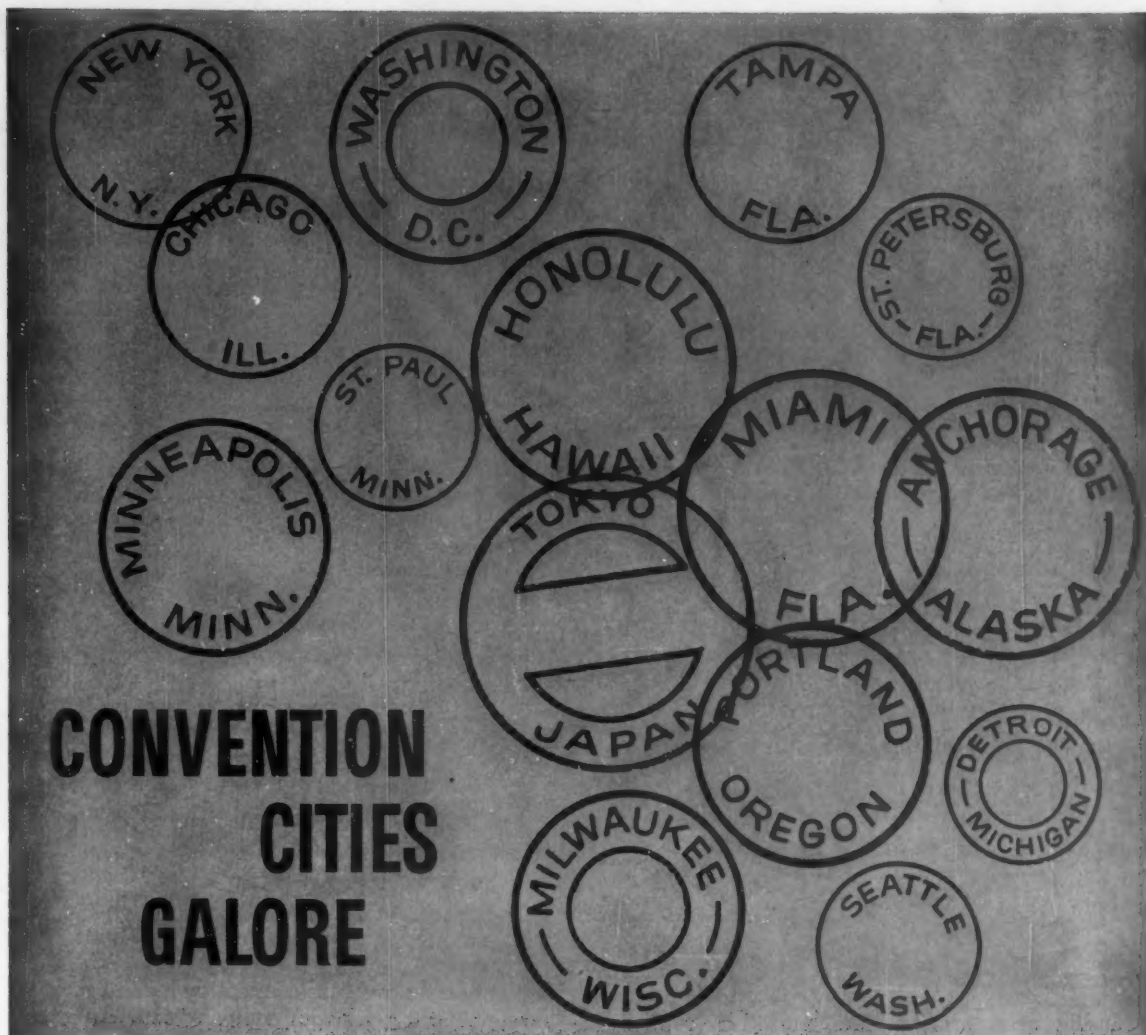
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SALES MEETINGS/Part II SALES MANAGEMENT



MOST RUSSIANS who visit our fair have their first exposure to American-made products and American-made conversation.

We Goof But Score in Moscow

On-the-spot report of our exhibits at American National Exhibition and Russian reactions. Our successes and failures to tell Ivan what America is and how our system works. A frank analysis of what went on in Moscow and why we may not be invited again.

By **ROBERT LETWIN**
Editor

Bless American Industry!

Without direct help and contributions by American companies, American National Exhibition in Moscow would have been dismal. As it was, industry could not make our exhibit more effective because of naive direction. But we scored!

While it is a success, our fair in Moscow suffers the same malady of

all U. S. exhibits abroad. People who direct them and make decisions, don't know enough about three-dimensional presentation. While our failings in Moscow are not exactly the same as at Brussels, basic cause is the same: Our government seldom calls in people with the most talent for the job. Government circles have a peculiar knack for selecting talent on the

fringes of complete competence for a particular job.

But, enough of government bungling. Let's get right into the fair.

We succeed in Moscow for one big reason: For the first time in most of their lives, Soviet citizens come in contact with live Americans with whom they may talk. This is more important than you may realize. (Soviet



FASHION SHOW turns out to be more important as a display of Americans than an exhibition of clothes. Warmth and bounce of models appeal to Russians. Models range in age from youngsters to one elderly matron.



LONG LINES form to see "Family of Man" photography display. It is a favorite exhibit of Russians. Soviet officials insisted that we withdraw some photos.

citizens who speak to foreigners are suspect. They jeopardize whatever security a citizen of a police state may have.) Thus, for the first time to be able to talk and ask questions of an American is indeed important to a Russian.

Our guides are bombarded with questions. Some Soviet citizens are brave enough to ask political questions as well as questions suggested by product displays. Our guides are not entirely prepared for the immense curiosity with which they have to

cope. However, because they have to dig deep into their personal experiences and opinions to answer, their sincerity emerges. Russians respond to the honest and obviously uncanned answers of guides. This makes more impression on Russians than perhaps anything we have to show.

► And of the show: It is poor in contrast to what it might have been. Much of it is senseless; a good bit downright awful; but enough is great enough to set Russian "wheels" flipping. Russian hierarchy was appalled by our book displays. (How dare we exhibit books that discuss the Soviet system!) Most books disappeared from shelves after few days' exposure. (Our fair people chuckled with glee — what better way to let Soviet citizens learn of America than from our books!)

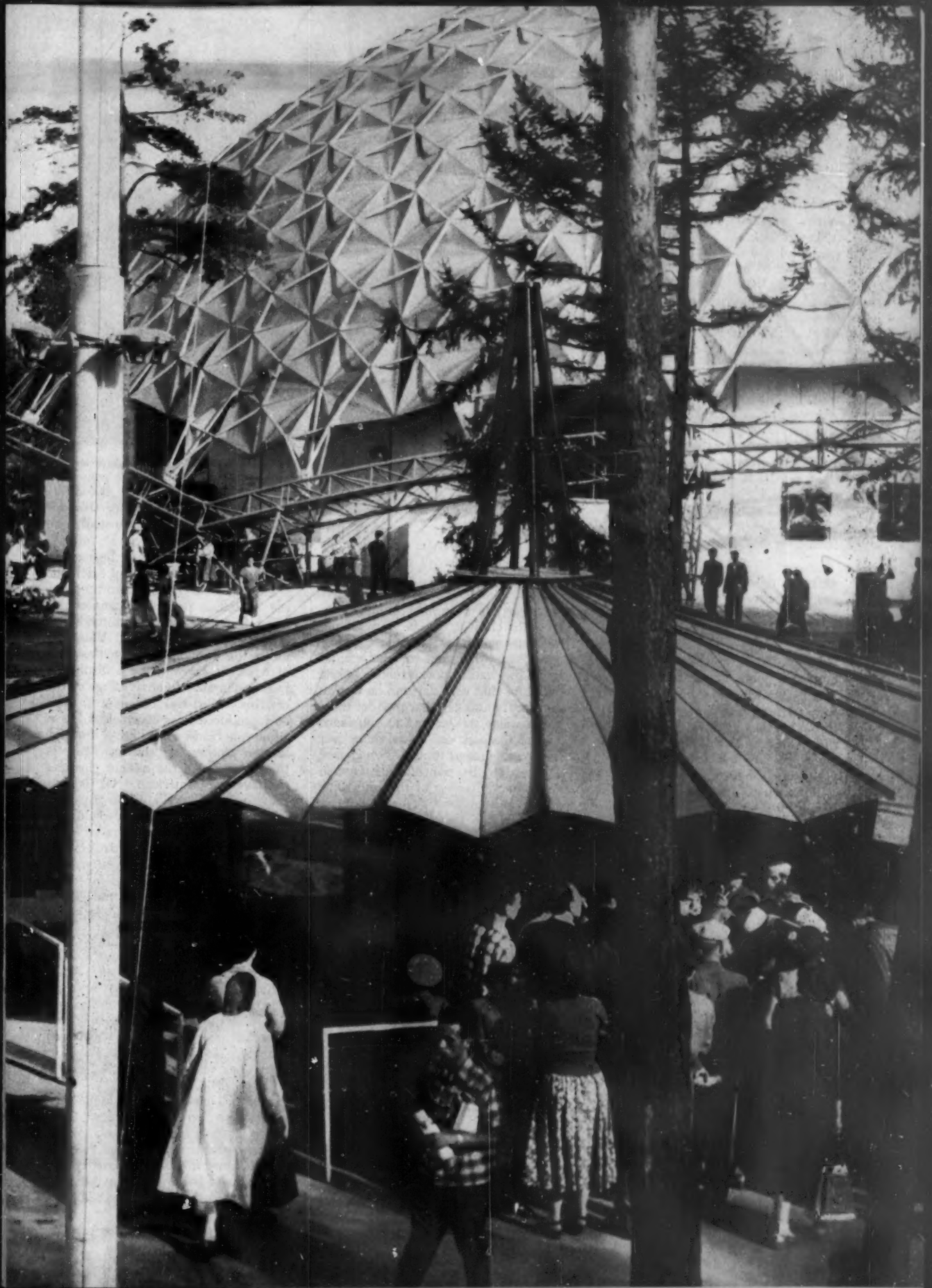
While we enjoy book pilferage, the Russian officials are furious. We were forced to put glass plate in front of paperback book displays. Through the efforts of American publishers, new supplies of representative books were shipped to Moscow. For a time our bookmobile had to be closed for lack of books. (Soviet citizens apparently are light fingered in the book department.) However, emergency roundup of titles in New York City — 2,000 hardbacks and 1,200 paperbacks — allowed us to reopen our bookmobile.

► To get a full picture of what our exhibit might mean to the average Russian, you should start at the beginning — admission tickets. As it controls sale of everything, U.S.S.R. government insisted on selling tickets to our fair. We mutually agreed that 50,000 tickets be sold each day. Price: one ruble (10 cents on the tourist rate of exchange — five cents or less on black market which is rife in Moscow).

With stacks of paper tickets in their pudgy hands, commissars — or whatever titles these boys use — devised their own system of ticket sales. As best I can make out it goes something like this:

Each day, about four-fifths of available tickets are sold through worker trusts. Thus, brick layers are sold a batch of tickets, electricians are sold tickets, etc. But, because they are handled by Communist Party faithful, only the most loyal get a chance to buy them. Thus, every carpenter who wants to buy a ticket can't. If his boss in the trust thinks him worthy, a

COLOR of supporting structure ► spoils domed building effect.



ticket might be forthcoming. This process is excellent for the Russian system. It keeps tickets in the hands of the less "corruptable by American propaganda."

About 10,000 tickets a day go on sale for the average Moscovite. To get a ticket, Ivan has quite a chore. First he has to stand in line for hours. When he finally reaches the kasa (ticket office), he is given a number (verbally) and a time to appear at another line to buy a ticket. When he appears at the second ticket office as directed, he has another long line to negotiate. If he is lucky enough to plunk down his ruble note and receive the ticket, he is two-thirds through. Next he has to appear at the gate to Sokolniki Park at one of three times during the day when visitors are admitted. Here, again, are long lines in which to wait.

Well, Ivan gets through the gate. What's he greeted with? A large sign (that says that he is at the entrance to Sokolniki Park) and a long paved street bordered by trees. No gay banners, no signs. Music can be heard from loudspeakers along the route.

► Ivan probably is surprised. By comparison with the permanent Russian exhibition in Moscow, ours is nothing. Russia has a tremendous arched gate. Banners and pennants fly everywhere. Huge buildings, flower gardens, fountains and ponds dazzle the eye. Even a big jet airplane from the fleet of Aeroflot is available for Ivan to walk through—at the Soviet fair. But at the American exhibition, the long walk to our first exhibit offers no visual impact at all.

Rounded top of the domed building is first evidence of something American. It is visible over the trees in the distance. Ivan walks on in the crush of people. (Our fair people are convinced that actual number of visi-



THEY'RE WATCHING color TV from balcony that overlooks RCA glass studio.

tors is closer to 75,000 a day than the official 50,000. Some U. S. personnel hint that maybe some counter-fitting is going on. Tickets are at a premium.)

How valued are tickets? Well, early in the exhibit run, our guides were given batches of tickets to distribute to their new-found friends in Moscow. One day, one of our guides found he had a pocketful of tickets dated for that very day and he was on duty at the fair. Rather than let them go to waste, he walked to the fence around the park and tossed them over for Soviet citizens to use. This caused a near riot. Russian officials were in an uproar. Because of this and some other indiscretions, two American guides had to be sent home.

Speaking of Russian officials. They maintain an office right in the center of our row of private offices at the

fair. It is through this office that our fair directors have liaison with the Russian government.

Back again to Ivan. If he reaches it at the right time, he may catch the opening of our fashion show. Now, the American press has panned this effort by the clothing industry. But our newspapers are wrong. You can't judge this fashion show on the basis of what we know to be a display of fashions in this country. Sagely, the creators of our fashion show in Moscow produced it as a vehicle to show what Americans look like. Few high fashion clothes are shown. Most of the items are in the clothes closet of the average American. Of course, they are not available to Russians whose ability to buy clothes is limited to GUM (huge state-operated store and pronounced goom). No matter how much money a Russian may have, he can't buy clothes in Russia as well fitting or as well tailored as our average citizen can find in any department store.

► When Ivan looks at our fashion show, he isn't seeing clothes particularly, but Americans. For the Russian, an American is a breed of animal that wears a particular kind of dress. Americans are picked out of any crowd in Moscow with ease simply by their dress (especially their well-made and stylish shoes).

Our fashion show has a light commentary spiked with a few jokes. Example, a model walks on with a sable coat. The commentator (female) explains that this certainly isn't a coat for an average American as were all the other clothes. "It costs \$24,000,"

RUSSIAN-SPEAKING announcers interview visitors for live TV show.



she says. And as an aside, she reveals, "because it is Russian sable." This draws a big laugh from the Russians who know how high the price of every commodity is for them — especially clothes.

I don't know who wrote the script for this fashion commentary, but this individual deserves a vote of thanks. The cast of the show deserves credit, too. Their bouncy, sincere friendliness toward their audiences has a quiet impact. These are Americans on display, and they come through well.

So if our fashion show wasn't a good fashion show, so what! It was a good introduction to Americans, and as I stood watching and listening, I was a little proud, not ashamed. I can't say this about some other parts of our exhibition.

From the fashion show, Ivan might wander into our domed building. This is an aluminum geodesic structure that was marred, I thought, by the dull gray steel pipes at the base of it. Whatever sleekness and sparkle this building had is dimmed by the bracing structure. I don't know why it couldn't have been painted gaily or decorated or covered. It made the building appear to be in the process of construction — the same sort of scaffolding "look" that the French pavillion had at Brussels.

Inside the domed building seven large screens are mounted in the ceiling and slightly angled. Corners of the screens are rounded, something like the shape of TV screens.

As Ivan stands in the center of the domed building, the lights grow dim. On each screen appears an asterisk



EACH U. S. GUIDE is bombarded by questions all day. This is at food display.

and an announcer explains that Ivan is about to see some typical scenes of American life. In brilliant color, a different scene is flashed on each of

the seven screens at once. Scenes change anywhere from every four seconds down to one second. While all seven pictures are changed at once throughout most of the 14-minute showing, towards the end some screens held a picture while others popped on with new ones.

Most American visitors find fault with this presentation. They claim that pictures change so quickly, a Russian can not study all seven pictures sufficiently to learn what is being shown. After all, they point out, one second to observe seven pictures is cutting the cheese pretty thin. They may have a valid complaint when you consider that some of the pictures flashed on the screen were completely incomprehensible to a Russian who doesn't know what golf is and has never seen a baseball game.

As we used to say in the army, it beats hell out of me, why we Americans insist upon showing baseball and golf to foreign audiences that have never seen the game nor know anything about it. We did the same thing in films in Brussels. If we do show these games, it seems the least we can do is explain that they are popular sports in America — if we say noth-



MODERN STATUARY puzzles many Russians. We could have used more explanatory copy on art and artists. (Better yet, some art-oriented guides.)

ing else. But, somehow, our film makers seem to think they are producing for American industry when they make a film for showing abroad.

How in the world could Ivan comprehend a panel of photos taken on a golf course? What does a baseball player mean to Ivan who doesn't even know what the guy in the strange costume is doing in the first place?

These flashes of sports without commentary are poor fare, but are a minor part of an overall filming that was spectacular in the true sense of the word. The color and photography could not help but impress Ivan with the beauty, scope and well being of America and its citizens.

Defenders of "Sevenarama," as the filming began to be called, say that the show was designed for impact, not study. It is supposed to explode into the eye and mind of a Russian; to give him a fast peek at America — to give

him a "feel" for America rather than a clear study. Granting that this is a logical approach, I'd say the overall showing of "Sevenarama" is topnotch. While Americans find fault, Russians like it fine.

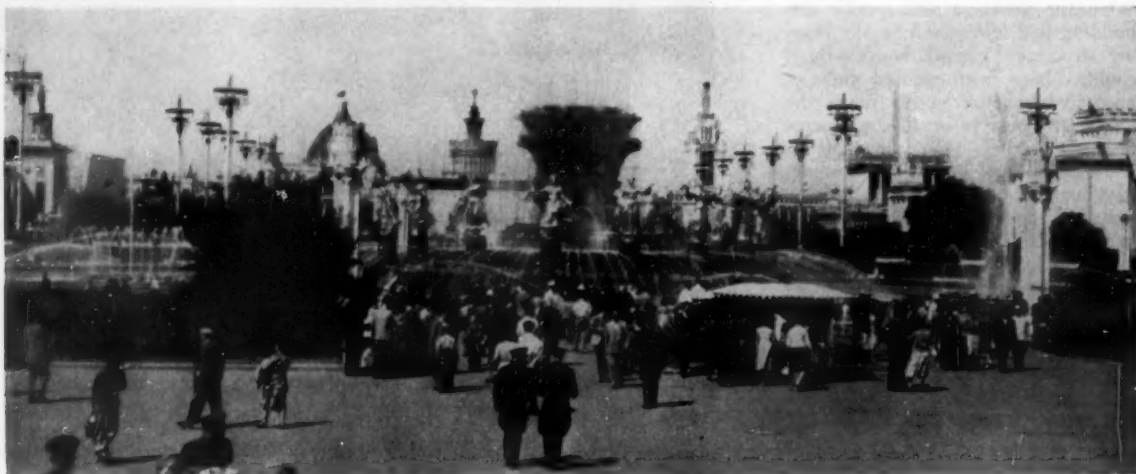
► Along the wall of the domed building are exhibits of relatively small attractions for the average visitor. This is where we offer statistics on our cultural and academic attainments. Exhibit technique here is something less than inviting. You really have to want to study to stay with most of these exhibits. They don't promise the kind of reward that there is in exhibits of American cars or Cirarama.

One of the most disappointing exhibits appears in this domed building. It is IBM's computer that is to answer thousands of previously fed questions about America. Instead of playing

this up, giving it a striking three-dimensional exposure, we practically bury it. It couldn't have been less exciting if we had a Russian "card carrier" produce it. Answers to questions, instead of being made visible on a huge screen and given bold display, appeared fuzzy and often illegible on a 21-inch TV set. It was about as dramatic as a lump of yellow mud.

When I think back at all the time that went into programming this IBM computer and all the expense the company went through to have its equipment and technicians on hand in Moscow, I shudder. This was to be a focal point for our whole fair — this was to tell our story — and we goofed.

The most astute observers say our major failing in Moscow was that we didn't explain our system. We merely
(continued on page 148)



CONTRAST IS GREAT between view Ivan gets from entrance of his Soviet Exhibition of Economic Achievement (top) and view he has upon entering our fair (bottom).





V-P SALES ROY KLEIN (left), Jan Chaney and Sales Director Harry Walker sell their "wares."

Song-and-Dance Execs

Caloric sales heads turn routine product meetings into soft-shoe routine. Patter and songs offer training messages. Show scheduled for 18 cities and reaches 4,500 gas industry people.

You don't have to be a song-and-dance man to present new products at sales meetings—but it helps. Roy Klein, vice-president in charge of sales, and Harry Walker, director of sales, are singing and dancing their way through 18 cities to sell the products of Caloric Appliance Corporation's new line.

From Los Angeles to Bridgeport, Conn., Caloric is entertaining 4,500 gas industry people. "When the audience sees that we are having fun ourselves, they enjoy it, too," says Klein. Fun seems to be contagious because

audience after audience has grinned, chuckled, belly-laughed and applauded for more as the Caloric team holds the stage.

Rounding out the team of Klein and Walker such delectables as Broadway starlet Jan Chaney appear in the show. Program ranges from straight product presentation, through song-and-dance skits, bongo drum routines, and soft shoe dances, to a rousing singing finale.

At a typical meeting, Eastern Gas Sales Conference in May, it brought a curtain call to a standing ovation

followed later by another standing reception when the Caloric team rejoined the group at luncheon. This kind of reaction, plus innumerable letters of appreciation and comments from people who have seen the presentation, are convincing proof that audiences really loved it.

You can't pass off the Caloric program as straight entertainment. Audiences may laugh, but they learn. Built into gags and dance-step patter is a solid training program on product features, "Gold Star" concept, and value of enthusiastic, professional gas

appliance selling.

Of course, entertainment as a part of sales training is nothing new. What is it that makes the Caloric presentation different? Roy Klein says, "We think we've hit a middle ground. On the one hand this is not the usual, dry, dull straight-talking presentation of product features. On the other hand, it's not an entertainment "spectacular" either. Audience realizes that Harry Walker and I aren't professional entertainers and, for some reason, we feel that changes the atmosphere. The group is more receptive, more a part of what we're doing."

Audiences who have seen the program have represented a complete cross-section of the gas appliance industry: gas utility sales personnel, retail sales personnel, real estate sales personnel from builder and realtor firms, sales management groups, and others. Comments of Charles G. Barndt, director of sales and promotion, Lone Star Gas Company, Dallas, are typical of audience reaction: "... was not only entertaining but it also presented a message so forcefully that all who were privileged to see it could not help but be impressed with the Gold Star promotion."

Basically, there are three Caloric presentations. They are similar but each features a different subject. These include a product presentation of 1959 Caloric free-standing line of ranges; a similar presentation of Caloric built-in line; and, on a purely institutional basis with little direct connection to Caloric products, a presentation of the Gold Star concept, its objectives and significance. In every case the presentation is tailored to the background of the audience for which it is being given.

Usually the program takes the audience somewhat by surprise. As it opens, it seems to be a straight presentation of product. At a typical meeting Roy Klein explains in detail the construction features, conveniences, ease of cleaning, and other points about Caloric products which are important to the audience. At this point there is no hint of the high-stepping tempo that will follow.

As Roy Klein puts it, "Most of the people at meetings of this sort are there because they were told to be. They've usually been assailed many times by similar presentations. They're resigned to them as a necessary but dull part of their job. They have callouses on their ears. We try to surprise them."

After Roy Klein's opening presentation, Harry Walker, director of sales, is next on the program and the pace gets livelier. ("I'm from Louisiana but call me Tex. I don't like being called

Louise.") Not very seriously, he reviews some "old fashioned" selling ideas including three basic selling steps: approach, overcoming objections, and close. "Spend the first few minutes to establish a friendship and to build the prospect's confidence in you as an individual," Walker suggests. "Start by introducing yourself personally. Walk up to the prospect, put out your hand and say, 'I'm Harry Walker.' Only don't you say Harry Walker. Use your own name. I'm in enough trouble already."

Overcoming objections gets similar humorous, but sound treatment.

"To demonstrate the approach, overcoming objections, and the close, we'd like to present three skits," Walker explains, and from there on it's pure entertainment with the Caloric group spoofing everything they've said previously. To help them, and to add a touch of eye-catching pulchritude to the presentations, they're joined by Broadway starlet Jan Chaney or her counterpart in other cities. With Harry Walker as hep-cat salesman "Harry-the-Hipster" and Roy Klein and Jan Chaney as "Mr. & Mrs. Roy Prospect," it's a fast-moving series of songs, dances and dialogue. It includes a beret-bedecked Harry Walker taking a rhythmic turn at the bongo drums. All told it makes for an easy lesson in selling.

While the presentation is fun all the way, Roy Klein points out a serious objective behind it. "We believe that well-informed, enthusiastic retail sales people are the key to success in appliance selling. You can, in the very short run, continue to operate despite poor advertising, poor sales promotion, or poor merchandising, although it would be a very tough job. But you simply can't expect to stay in business without sales people who are effective. Much of this depends on their mental attitude. We find that the most successful retail appliance sales people are the ones who enjoy their work. In most companies they are the 25% of the sales force that accounts for 60% to 75% of the business. Appliance selling can be fun. We like to think that the presentation which is fun itself, points that

Selling Concept

"Gold Star" concept plugged by the singing-dancing executives of Caloric is a set of standards devised by American Gas Assn. Appliances must meet new quality and feature standards to be awarded AGA gold star. Gold Star promotion sells "efficiency, features and convenience" of gas appliances.

out."

To date the Caloric program has been presented in Chicago and Quincy, Ill.; Los Angeles; New Orleans; Philadelphia and Reading, Pa.; Brooklyn; Miami; Moberly, Cape Girardeau, and Rolla, Mo.; Indianapolis; Columbus, Cincinnati, and Cleveland, Ohio; Bridgeport, Conn.; Milwaukee and Fort Worth. All in all, the Caloric group has rolled up a total of over 20,000 miles of travel since the first presentation in Miami in October, 1958.

Lyrics for the program were written by Harry Walker, recently promoted from sales promotion manager, who collaborated with Roy Klein on the rest of the material.

For the female touch in the skits, professional talent joins the presentation in each city. In the Northeast it was Jan Chaney, Broadway starlet who has appeared in such roles as Lola in "Damn Yankees," and who was seen during the current summer season as Daisy Mae in "Lil Abner." She has also appeared in such TV programs as "Cheyenne," "Playhouse 90," "Climax" and Joseph Cotten's "On Trial." Barbara Fennelon also appeared in the New York City area. In Miami programs, Caloric group featured Marilyn Nagle, a local dancer who did the choreography for the presentation. Chicagoan Juanita Heim was female addition to the team in that area, while Los Angeles meetings starred Barbara Clarke, a frequent performer on the Red Skelton TV show.

Roy Klein, who joined Caloric in 1950, stoutly maintains that he has no professional stage experience but admits to amateur interests in that direction. He's a graduate of Philadelphia's Temple University and was a Merchant Mariner during World War II.

Harry Walker joined Caloric in 1952 as a representative in the Louisiana territory, moved to division sales manager, later to sales promotion manager. He credits his sister for teaching him to dance at the age of 15; says his brother Ed, also a member of the Caloric sales staff and a Dale Carnegie certified instructor, groomed him for platform speaking. Jazz musical ability is a product of his high school days, he says. Walker studied at Tulane and Loyola Universities, is a veteran of World War II and served part of his tour of duty in the Navy's Entertainment Branch in the South Pacific.

What happens after the last presentation? "We've already started to plan a similar one for the next year," says Roy Klein, "After we catch our breath, that is." ♦

Let 'Em Know What It's Like To Be a Customer

Pfizer turns its salesmen into farmers so that they'll know how their products are used and what a farmer would want to know about them. Later, Pfizer men became ad "specialists", too.

By HUGH O. DERMODY
National Sales Manager and Assistant General Manager
Agricultural Division, Chs. Pfizer & Co., Inc.



PFIZER MEN watch a calf take her medicine in tablet form.

Sales meetings are held for a purpose. They are meant to help produce sales. And because we believe exactly that at Pfizer, we used our last annual sales meeting to turn our salesmen into farmers—at least temporarily.

For farmers, you see are the ultimate users of our products, and we believe that there's value to be gained in knowing what it's like to be a customer.

To make the transformation as complete as possible, we even held our meeting down on the farm—the Pfizer Agriculture Research and Development Center farm in Terre Haute, Ind. Instead of meeting in hotel rooms, our salesmen convened in barns. Instead of wearing business suits or sports shirts and slacks, they wore coveralls. Instead of listening to pep talks, our men learned how to infuse Terramycin into a cow's udder. They tackled the job of implanting pellets in 800-lb. steers and performed other scientific "chores" of the new Agri-Dynamics Age of agriculture.

What were we trying to prove? Well, look at it this way. A salesman who knows exactly how his products are used, why they are used, and has seen with his own eyes why they are better than the competition's, has a built-in advantage over the man who hasn't had this kind of personal experience.

Consider this, too. While farmers are the ultimate customers for our products, our men for the most part

are dealing with feed mills and feed dealers. Yet, these major customers in turn sell our products to farmers. This is precisely the same situation that exists for any salesman who sells to a middleman, whether the middleman is a wholesaler or another manufacturer.

And what's true of other fields is true of ours, too. The salesman who understands his customer's problems is one giant step ahead of the other fellow because he can render the kind of customer service that pays off in the long run.

Take the chemical company salesman who sells resins to the manufacturer of plastic building panels. If he can't offer experienced-based advice on how to help the manufacturer with his technical problems, he'll find himself making fewer and fewer sales.

In other words, by giving our salesmen first-hand experience in how a farmer uses our products, we felt that we were giving him an extra plus in his sales kit. And to this, at Pfizer we believe our men will get the sales if we can give them the know-how. Why did we pick our sales meeting as the time to build this know-how? Easy. We did it because an annual sales meeting is the one time that you can get your whole sales force together and devote your full energies toward specific goals. We are also convinced that sales meetings should be directed at the solution of real problems—and the ones we went after are to our men the most important.

What are the benefits, saleswise, of such thinking? Of course, it's too early to know just what impact our latest meeting will have. But we do know that our division's sales were up substantially this past year and our sales meeting in 1958 was the first segment of a three-year "college" program. For 1958 it was the classroom and book study. Salesmen were indoctrinated in modern agriculture on a broad scale. Knowing how dynamic agriculture has become in the past two decades, we wanted to be certain that none of our salesmen had any outmoded ideas about farmers being "rubes." In this meeting, which took place in Miami Beach, we showed our people that farming today is a big business and that estate or ranch-wagons are as common among farmers as pick-up trucks.

This year's sales meeting didn't neglect the ultimate consumer either and, of course, in our business this means animals—cattle, sheep, pigs (even mink), birds, chickens, turkeys (and even fish and insects). Thanks to "Elmer", a steer with a glass porthole in his side, our salesmen were able to gain an understanding of bovine digestive problems by peering into one of "Elmer's" four stomachs to see what happens with the digestive process.

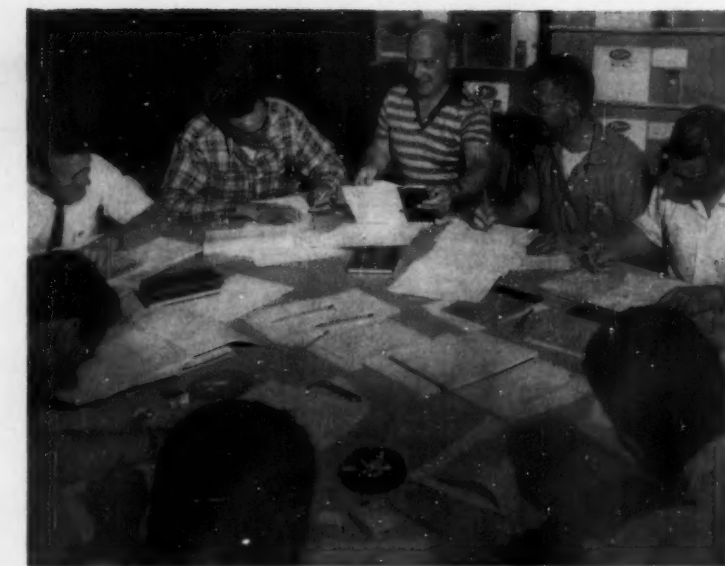
Our men got the real feel of what it is like to handle hundreds of pounds of living beef. They shot weight-boosting pellets into a steer's ear; treated "Bossie" with an injection up her ud-

der; dosed a cantankerous squealing, wriggling porker. A week of playing poultry raiser, cattleman, hog farmer and dairyman taught our sales representatives lessons they will never forget.

But being a farmer wasn't enough. We wanted them to know exactly what it was like to be a feed miller and feed dealer. So after a week "down on the farm" we adjourned our meeting to some classroom sessions at a swank motel in Highland Park, Ill. After all, our major goal was still to be better sales "service" men to feed mills and dealers. And we wanted the men to go back into the field better prepared to present our product line to the feed men.

For example, a major problem that confronts every feed supplement salesman is the repeated question by feed mill nutritionists: How will the addition of your supplement alter the nutritional balance of our product? This is an important question because animal feeds are prepared in accordance with strict criteria regarding their nutritional value. Because of chemical interrelationship of various ingredients, addition of a supplement may throw the whole works off balance. Normally it takes a chemist or nutritionist to answer this question.

So that our men could cope with this question in a matter of minutes, we devoted time at the Terre Haute meeting to show them how to use a "feed formulator." This calculator shows how addition of any Pfizer supplement will alter the balance of the whole. It shows exactly how proportions of various ingredients should



HUGH DERMODY, national sales manager, agricultural division, (center in striped shirt) discusses livestock and feed formulation with his "students".

be altered to maintain desired nutritional values as well as to gain benefits of the Pfizer supplement.

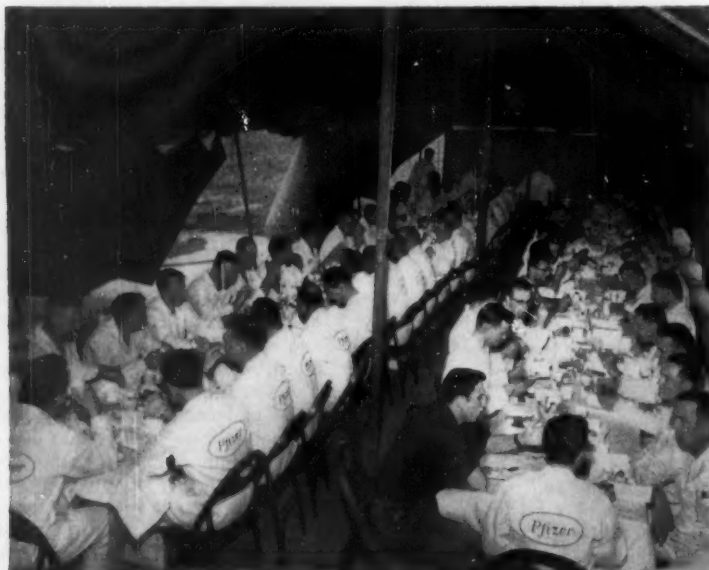
We also devote a few sessions to turn some of our men into "junior chemists." We did this because when it comes to the sale of vitamins, any salesman is hard pressed to show why his vitamin preparation is better than the next fellow's. After all, say customers, vitamins are vitamins; the number of units contained in a vitamin capsule is printed right there on the bottle.

That's not the whole story, however. Some vitamin A preparations are more stable than others, for example. Unstable vitamin A deteriorates. This means that if a feed mill wants to turn out feed with a certain level of vitamin A, it may wind up finding that much of the vitamin content has deteriorated by the time the farmer uses the feed. With the stable preparations, losses are minimized.

To prove how stable our vitamin A is, we developed "Vitamin A Assay Kit." This little affair shows by means of a chemical assay exactly how stable a vitamin A preparation is compared to vitamin A of other manufacturers. It's a miniature version of the same test as used by feed mill chemists. Each Pfizer salesman was given an assay kit, complete with chemicals, and was taught how to use it in front of his customer. What more effective sales tool than to now walk into a mill and ask for a sample of the vitamin A they are currently using, test it before their eyes along with our product and prove right there our vitamin A is more stable?

Mechanics of running this year's Pfizer sales meeting were worked out months before it actually started. As a matter of fact, we had this year's program in mind even while we were in the midst of last year's meeting.

To begin with, we knew that we would be able to split our sales force up into two major groups—feed supplement salesmen and animal health products salesmen. Problems that each group encounters—and problems encountered by the farmer in respect to



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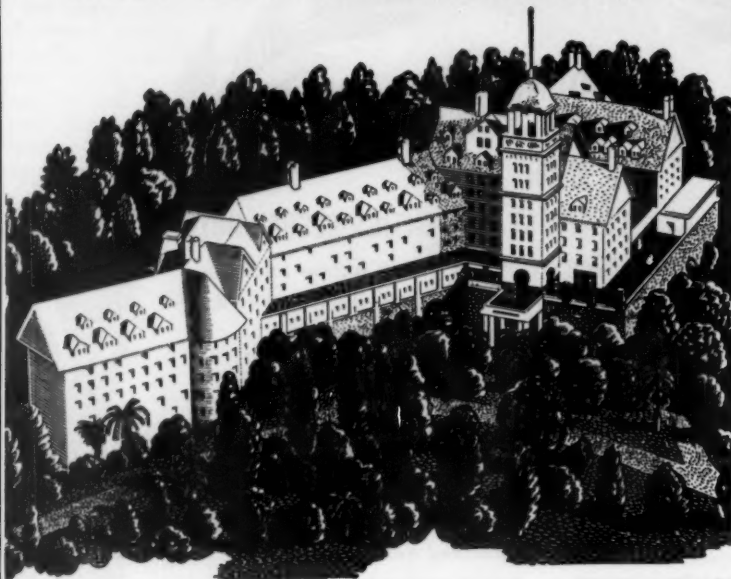
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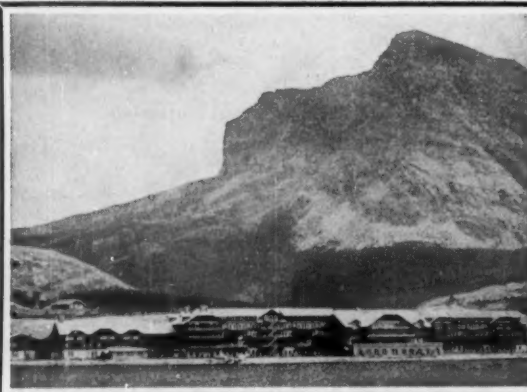
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each of these two major product groups—are sufficiently different so that it was possible for us to plan on independent, parallel instruction and practice sessions. Where the two areas overlap, we planned joint sessions. Altogether there were 90 salesmen and executives from the U. S. and 10 other nations enrolled in the various vocational-agricultural (VO-AG) classes.

► For our faculty, we drew on our own large staff of scientists and technicians at the Pfizer farm. For classrooms, we used the farm's scientific labs, meeting rooms and its huge barn, cattle feeding stations, corrals, poultry pens and other typical farm locations.

Our student body was split into five equal-sized groups. Each group rotated through lecture and workshop sessions in 15 different locations from early in the morning until after five. Adequate coverage of subjects in the schedule—figured out well in advance to the split-second—required fast-paced classes. Changing classrooms helped, as did having instructors who were experts in their fields.

Alarm clocks kept meetings on track, too, with strident round-it-off warnings 10 minutes before the end of each class. And all class and workshop sessions began sharp on the designated hour and minute. Yet, in spite of the intensity, speed and earnestness, classes were kept on the informal side. This was the result again of careful planning and briefing of all concerned.

Because we wanted to give each "student" a frame of reference to which he could return after meetings were over, all instructions, demonstrations and practices were based on the company's new Technical Manual for Salesmen. Mimeographed material was passed out when class sessions went into areas too specific for inclusion in the manual.

The foregoing, purely vocational aspect of our sales meeting maintained its breakneck speed for five full days. By the end, just as we had planned it, students had covered all the necessary ground and had absorbed as much information as practical.

► When we recessed the Terre Haute phase of the meeting, we took our group to Chicago by train for the week end. Golf, swimming, bowling, etc., were the order for Saturday and Sunday. But school started Monday with a vengeance—and a new emphasis. This time school was in the Chicago suburb of Highland Park. Salesmen had been cast as the farmer at Terre Haute. Now each played several roles in order to better prepare him for direct contact with feed and animal



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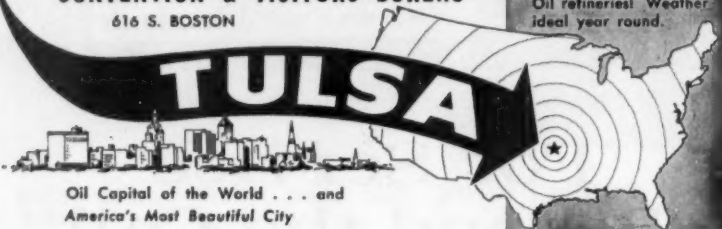
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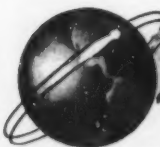
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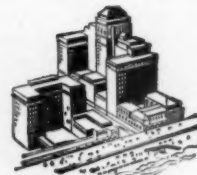
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health product dealers and feedmill men.

Pfizer delivers a lot more than just our product to customers—national advertising in magazines, newspaper advertising, radio and TV commercials, public relations, a Vo-Ag school program, movies, and many other pluses that help the customer broaden his market for our products. Rather than just show and explain these extras to our men, we decided they'd understand their value more if they became—for three days—advertising men, public relations experts, art directors, copy chiefs. We showed them how and why an ad is composed. We even had Pfizer's famous "TV personality" Dave Livingston there so they could meet him and see why he is such a good "salesman" of our products to their farmer audience. In one meeting room we even built a life-size billboard and then explained in detail how our 1,200 billboards tied in with our magazine, radio, TV, newspaper and other ad material.

We know that a person remembers more about something if he actually does it instead of only hearing about it. So we had our salesmen try out our new sales promotion and sales ideas on, appropriately enough, some obliging feed mill and dealer friends of ours. This role playing also gave the men a chance to use some of their new knowledge about farmers and farming.

During the Highland Park meeting, we distributed to all salesmen the new sales aids that we had developed for their use in the months to come. The "why" and "how" of each of these sales tools was explained by the people who dreamed them up. We thus closed the too often unbridgeable gap between the creative side of advertising and sales promotion and the salesman himself who generally wants only to know "will it work for me."

These meetings gave advertising people a chance to get an earful of suggestions from salesmen as well. This, too, had its advantage because it is often regrettably true that the best advertising and sales promotion ideas may have little significance in the field, because they are designed with the ultimate consumer in mind and not necessarily our customer or our salesman.

When I say we had each salesman actually take the role of a "Madison Avenue specialist" I wasn't kidding. Each man took back to his territory a "do-it-yourself" advertising kit. Its purpose: so that the salesman could show and furnish a local feed dealer with advertising material the dealer could use, so he could tie-in directly with Pfizer's multi-million dollar na-

tional advertising. Even finished artwork was included in the kit so the dealer could simply lift what he wanted for his own personalized local ads.

Yes, our field force will have much deeper appreciation of why Pfizer advertises. Next time he hears that radio or TV commercial, sees that ad in a farm magazine, or passes that billboard or sees an ad while reading his local newspaper, he will recognize the pattern; he'll have the ad-man's viewpoint. But, most of all, he will know how to explain to customers just how important these pluses to our products are in developing bigger markets for the customer. He no longer will sell products only—but will demonstrate how our products include all of these collateral benefits from the very design of the package itself, the dealer display material to attract the farmers' attention, to the radio and TV commercials.

In spite of the furious pace of both the Terre Haute and Highland Park phases of the meeting, time was found for fun. But even here we maintained the instructional college-like spirit of the entire meeting. For instance, at Terre Haute, sports and games were organized along "intramural" lines.

Looking back at the class and workshop sessions in both Terre Haute and Highland Park, and judging from what we have heard from our salesmen since the meeting was over, we at Pfizer are completely confident that we met our main objectives with the sales meeting.

- We gave our sales personnel a first-hand look, and practical experience with problems encountered by their ultimate customers—the nation's farmer.
- By doing this we armed them with the kind of information and know-how that will enable them to be of real service to their primary customers—feed mills and dealers of animal health preparations.
- Net result of this is, we feel that our men now have an important competitive edge in the multi-million dollar agricultural market.

No "white collar" sales force, our field men climb right over the fence into the feed lot, farrowing pen, hen house or dairy barn. This on-the-farm, week-long, "do-it" sales meeting gave our field men practical understanding of daily problems with which feed mills and farmers must cope. Each is

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HOTEL

Bedford, Pennsylvania
E. Harris Knight, Sales Manager

now back in the field seeing that his customers and farmers alike get Pfizer products PLUS—the PLUS being the service each field man must give as an integral part of every Pfizer product.

Now you can see why we think we have gone a long way toward insuring that the five-year \$50-million sales forecast made by our Agricultural Division General Manager J. Jerome Thompson, at one of the Highland

Park sessions, is within reach and may even be surpassed.

We are already planning the third phase of our Pfizer College Course for 1960. It is the natural sequence to our 1958 and 1959 courses. We can't divulge its nature now. But, we can say that if each salesman earned a degree in 1958, and his master's degree in 1959, after the 1960 course he will certainly deserve a doctorate! ♦



"Reads" Good Promotion in Palms

Woman's universal interest in palm reading was capitalized on at a recent convention.

Bristol-Myers Co. tied in hand analysis and hand lotion at the National Convention of American Women in Radio and Television in New York City.

Professional palmist analyzed hands on behalf of Trushay lotion. Delegates were given individual readings. They were recorded on special hand analysis sheets and presented as souvenirs.

Bristol-Myers booth was designed to represent a fortune-teller's tent. More than 500 women had their palms read during the two-and-a-half-day convention. Many indicated they would talk about the experience on their programs.

In addition, company displayed scripts, demonstration materials and other services which it provides to radio and television commentators. Delegates had a chance to order specific materials and to discuss their programming needs.

Each booth visitor received a grooming kit of Bristol-Myers products.

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"I WANT TO EMPHASIZE THIS, THIS, THIS"



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If your exhibit is crammed with many ideas, each treated with equal importance, the chances are you'll do justice to none. Part of our service at GRS&W is helping the client develop a theme and formulate the story he wishes to tell.

Then by using effective design, and a combination

of arresting colors, dramatic lighting effects, sound, motion, and other selling forces, we bring the sales story vividly to life in the form of an imaginative sales producing exhibit.

If you want better ideas, better visualization of your sales story through exhibits, we suggest you call us. An experienced, creative-minded GRS&W account executive will be happy to discuss your exhibit problem with you.

DID YOU KNOW . . . that now you can really "sound off" at Trade Shows by using a unique GRS&W Controlled Sound System which limits the sound-carry to the confines of the booth.

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How Ad Agency Sets Up Shop at Show

Marsteller, Rickard, Gebhardt & Reed rents house three blocks from oil show for headquarters. Serves a dozen clients who exhibit at show. Makes surveys, handles press relations, staffs client booths, checks on competition—and looks up prospects.

More than 500,000 visitors crammed the 30-acre giant International Petroleum Exposition in Tulsa for 10 days. They left knowing the 100-year-old oil industry is here to stay. And with them went a much deeper appreciation of the contribution the industry has made to man's progress over the past century.

This was the theme portrayed at the centennial observance of the world's first commercial oil well established in Titusville, Pa., in 1859, by Col. Edwin L. Drake. More than

2,000 exhibitors helped to celebrate (and sell) by spending an estimated \$750 million to show their wares to visitors from 37 countries.

Of special interest among marketing circles may be the unique research job and thorough service provided by Marsteller, Rickard, Gebhardt & Reed for 12 client exhibitors.

Day before the show, loaded lists, mimeo forms, cameras, industry reports and clip boards, nine advertising agency men moved into a cozy, rented house three blocks from the

exposition grounds and set up shop. Idea: handle on-the-spot assignments for clients; visit prospects; check competitors' booths; help man exhibits; assist with slide presentations; make surveys for clients and the agency, and fill in trade and prospect questionnaires.

Men represented the agency's four offices in New York City, Chicago, Houston and Pittsburgh and the agency's public relations affiliate, Burson-Marsteller Associates. Each man had a work program: see the show, check



AGENCY RENTED this house three blocks from the exposition grounds for its men to use—as an office. They set it up with typewriters, cameras and client files.

In with clients served by individual men and get necessary assignments; visit booths of clients of other offices; visit publishers' booths and offer assistance; and visit prospective clients' booths.

Two hours each day was spent doing survey interviews on subjects important to clients and the agency. Results were tabulated for an evaluation of literature use, pre-testing and copy research and export marketing trends.

Marsteller-Rickard started 12 months ago to prepare for the show. First job was to rent a house near the

grounds for use as headquarters. An office was set up with typewriters, cameras, client files and a complete stock of agency and client sales literature, portfolios, slide presentations, technical industry reports and complete program itineraries.

Each man was armed with a clip board, program itinerary and four pocket lists. One list showed all prospects alphabetically, with names of personnel. Another listed prospects by booth location. Client lists were handled the same way.

In the headquarters, accordion files were set up with pockets for each

client and prospect. Various forms were mimeographed in advance with basic information on clients and prospects. Each form contained names, background and other necessary facts plus spaces for fill-ins.

Procedure for working the show was also established and rehearsed well in advance. Each man was given an identification badge when he arrived at the house, a key, tickets, pocket lists of clients and prospects, and a briefing on the general program. Each morning at breakfast a review of the day's program was made and assignments were covered.



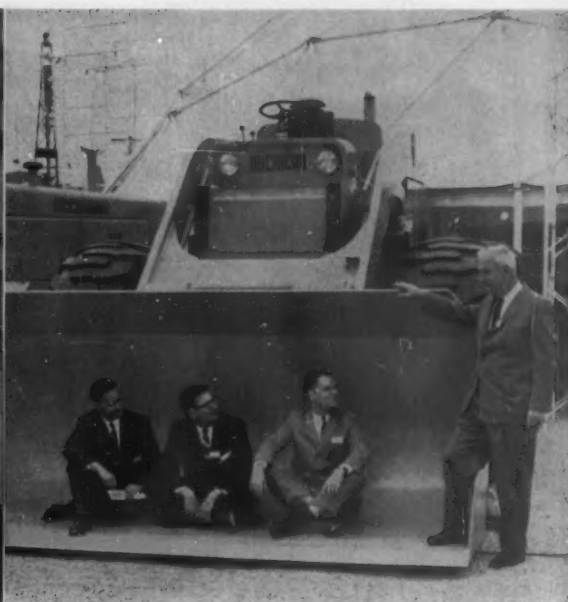
TWO FIND TIME to catch a sales pitch via special telephones wired for French, Spanish and English. Models (girl type) provide the visual impact.



NO MATTER how rushed business is, you can always find time for snacks—standup variety.



MEN FROM the agency also helped to man exhibit booths at the exposition. Here two show Ingersoll-Rand's latest products.



AGENCY MEN take a break in the shade while client demonstrates payload size of a giant Clark Michigan tractor shovel.

During the day, men worked together and individually. They visited clients and prospects, developed their own education, made contacts, got information for clients, and made survey interviews in accordance with advance assignments. "Contact points" and message centers were arranged daily at the show so men could keep in touch with each other during the day.

Evenings were spent to help clients entertain, or to entertain publishers, clients and prospects.

Each man who contacted any of the 58 clients and prospects removed a separate call report form from the file on each client or prospect, noted whom he had seen and what was said. At the end of the show, these were assembled, sorted by the headquarters and mailed to the appropriate

agency office for follow-through. Thus, the Pittsburgh office, for example, received a complete set of reports on its clients and prospects, to show which agency representative had made the call, who was interviewed and what was said.

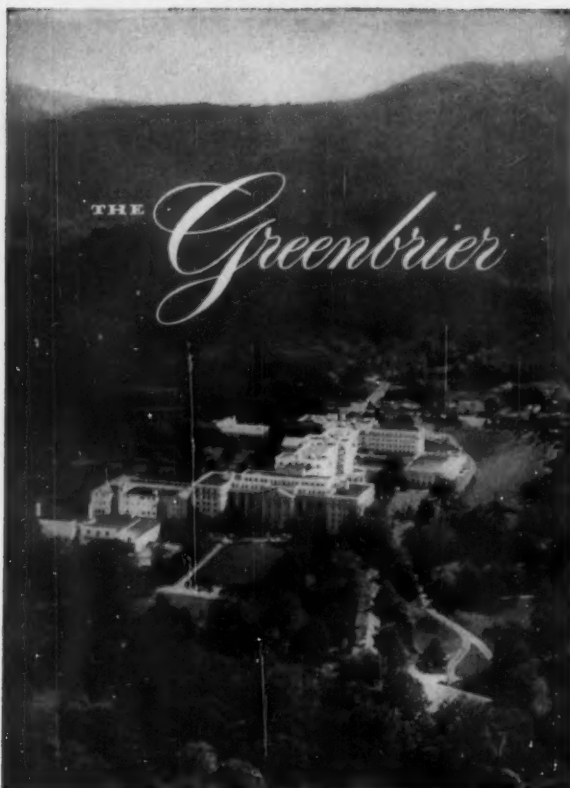
As an additional service, Marsteller-Rickard ran (and paid for) full-column ads on the oil pages of Tulsa's two papers each day of the show. Ads



ANOTHER CLIENT, Petroleum Week, had this booth at the show. Two agency men lend a helping hand to unload current issues of the magazine for distribution.



AGENCY PERSONNEL conducts research studies at the exposition for clients.



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FOR INFORMATION write Charles L. Norvell, Dir. of Sales. Also reservation offices: New York, 17 E. 45th St., MU 2-4300 Boston, 73 Tremont St., LA 3-4497 • Chicago, 77 W. Washington St., RA 6-0624 • Washington, D. C., Investment Bldg., RE 7-2642 • Glen W. Fawcett: San Francisco, 1029 Russ Building, YU 2-6905 • Seattle, 726 Joseph Vance Building, MU 2-1981 • Dallas, 211 N. Ervay, RI 1-6814 • Los Angeles, 510 West Sixth Street, MA 6-7581.

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NUMEROUS Press Rooms and Work Shops, complete with telephones, typewriters for press releases. Projection Room with complete visual aid facilities.

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2 magnificent night clubs, featuring great name bands and stars of Broadway and Hollywood!
Miami Beach's only indoor **ICE SKATING RINK**...one of the many **DEAUVILLE** pleasure exclusives!

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Director of Sales



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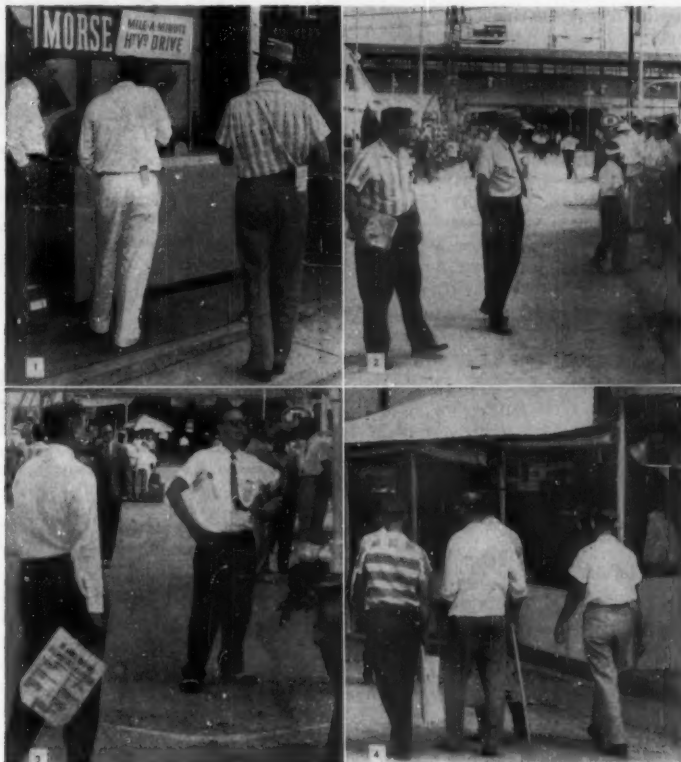
ON THE OCEAN AT 67th STREET • MIAMI BEACH, FLORIDA

publicized exhibits of one major client each day.

Burson-Marsteller personnel handled local press relations and publicity for agency and clients at the show and operated from the headquarters house.

There were additional results from this unique prospect research job and client service project, too. Using

on-the-spot surveys, agency got sufficient material for a thorough research report and article on literature distributed at a trade show, who takes various types, what they do with it. Other studies: review of literature produced in foreign languages; an analysis of factors contributing to exhibit effectiveness, plus a study of exhibit costs. ♦



1. SHOW VISITORS take literature to get details on a particular product.
2. PRETTY GIRLS hand out gimmicks—only to potential customers, of course!
3. HERE ARE two methods to carry literature—clipboard and shopping bag.
4. HERE'S HOW to attend a show. Collect canes, bags and sun shades.

Most Literature Is Used

Despite contrary evidence scattered about the floor at every trade show, literature distributed by exhibitors is more often than not

saved for later use. This is the most significant finding of a survey of trade show literature collectors made by the advertising



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Convention and Visitors Bureau
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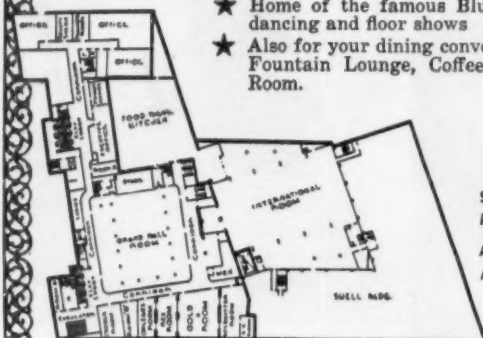
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agency, Marsteller, Rickard, Gebhardt and Reed, Inc.

Marsteller-Rickard buttonholed 88 visitors at the recent Tulsa Oil Show to ask what they intended to do with literature they collected. Of the 79 who had picked up one or more items, 60% said they planned to take it all home. Other collectors were apparently less discriminating in what they picked up as they planned to sort chaff from kernels before packing.

► Half the collectors said that when they got home they would put the literature in their personal files while the other half planned to pass it along to associates who did not attend the show.

Greater evidence of the selectivity of literature collectors and its importance to exhibitors was found in an answer to a question on competitive literature. More than two-thirds who answered all questions on the Marsteller-Rickard interviewer's list said they had two or more pieces of literature on the same type of equipment. Apparently, visitors were making good use of the show for comparison shopping.

► Survey did indicate that one type of giveaway has questionable value — the gimmick. Interviewers asked every man with a souvenir cane, hat, card holder, brief case, whistle or other gimmick who gave it to him. Less than half knew the name of the donor company without taking a second look at the gimmick.

High score on literature usefulness may have been as much due to discrimination of exhibitors in passing it out and to good management of the show as to the restraint of those collecting it.

Management of the show attempted to restrict attendance to bona fide members of the oil industry by charging a 50c admission to people without passes and by emphasizing the nature of the exhibits in pre-show ballyhoo. Although the legendary shoe clerk who attends all trade shows plus an insurance man, two farmers and one person simply labeled "a gawker" lined up to answer the

Marsteller-Rickard interviewer's questions, most respondents carried titles that indicate they know the difference between a drilling rig and a cracking tower. Titles included engineers, geologists, drilling superintendents, chief chemists, drilling superintendents and similar "qualified" titles.

Marsteller-Rickard staff noted there was less wholesale handouts of literature than at previous oil shows and the survey confirmed the observation. Of the recipients, 32% said that they had filled out a card to receive some literature; 44% said they had to go inside booths before being offered literature. Only 36% said that they had been handed literature as they accepted literature from pretty models whom some exhibitors engaged to add allure to literature offerings.

► Looking at the survey results, Marsteller-Rickard thought some exhibitors had been too tight fisted with their literature and too suspicious of visitors who wanted it. "Making visitors qualify by filling out an inquiry form or stepping into an inner sanctum before they get a brochure hardly makes sense," an agency spokesman says, "especially if the decision to go into the show was well made—that is, if the show really presents an opportunity to show products to people with buying influence."

The agency, which had 21 clients exhibiting at the oil show, recommends that there be at least one piece of literature that can be given to everyone, including the ubiquitous shoe clerk. "While you may keep the big-full-color catalogs inside for people who have established more than a curiosity seeker's interest, you don't want to present trade show literature as if you're doing the recipient a favor."

Technique used by one visitor at the Tulsa show, a vice-president of a major independent oil company, can't be depended upon to get literature in the hands of the right people. When asked how he received literature he was carrying in a shopping bag, he said, "I stole it." ♦

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Princeton, N. J.



SPEAKERS "captured" by telling them about important fellow speakers.

It's Small Meeting—But Seems Big

Ingredients to make 30-man meeting "feel" big and important to salesmen: theme tied to audience interests, impressive outside speakers, stunts to stress points, good meeting-room facilities.

By BARNETT M. LERNER
President, Blume Knitwear, Inc.

How can a relatively small firm, with only 30-odd men spread around the country, stage an impressive, low-budget sales meeting? That was our problem.

By most standards, we're a pretty small outfit. Our company, Blume Knitwear, Inc., manufactures ladies' sweaters, and our Helen Harper brand is probably the best-known name in our industry. In our own field we're certainly a leader. But compared to the giants in other industries, we're small potatoes. With the few men involved, and limited budget that we've got to work with every year, it's never been possible to make our annual sales meeting an extravaganza.

But this year, we felt we had a special story to tell our men, and we wanted to tell it in a special way. We found a unique way to do it.

Knowing we couldn't possibly do the job ourselves, we called in the

consulting firm of John H. Wolfe & Company and dropped the whole problem in its lap. We told our consultant we wanted an entire three-day meeting planned, staged and delivered, and we gave him modest overall budget to work with. This is what happened:

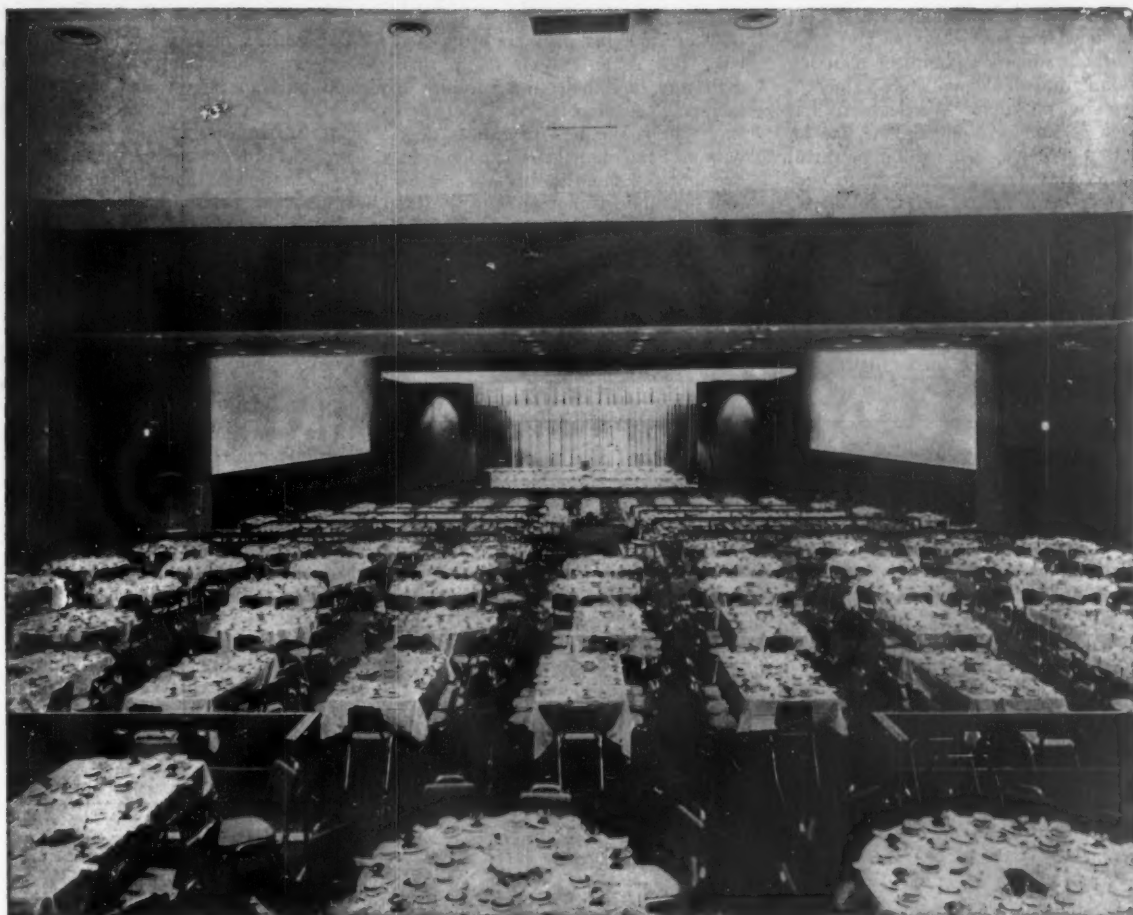
1. Theme: First, we knew we needed a theme—a track for our meeting to run on. Actually, we already had the basic idea for it. Our advertising agency, Ehrlich, Neuwirth & Sobo, had planned our Fall advertising campaign around a "Golden Era" concept. Idea was that today's modern living calls for more leisure activities, more casual clothes and, hence, more sweaters. We knew, obviously, that our meeting should dramatize this basic concept.

2. Theme development: But John

Wolfe pointed out to us that this wasn't enough. Next step was to enlarge on this theme as it would apply to our salesmen. After all, a sales meeting is (or, at least, should be) a show, and one of the first rules of show business is to aim at the audience.

So with this idea in mind, we set up three main points: (1) Product is right; (2) Time is right; (3) You are right. It was decided to devote a day to each of these main points, and appropriate banners were prepared to dress up our meeting room.

3. Program: Next came one of the most important jobs of all—programming. Here, again, we had a certain basic framework. We had three days to fill, and we knew the main points we wanted to cover. Also, of course, certain essential items had to be included in the agenda: new sales poli-



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Moody Convention Center

At the heart of Galveston's beach, immediately next to the Buccaneer and Galvez hotels.

cies, credit information, preview of the new line.

But it still took plenty of planning to integrate all elements into a smooth-running program. We learned that each session of a meeting is like an act in a play. It must be powerful on its own, yet each must build constantly toward the climax. Similarly, each item on the agenda is a separate scene, and must be timed to maintain interest throughout.

4. Outside speakers: Then, as part of the program, we asked the Wolfe organization to line up as many out-

side speakers as possible. I feel this is where meeting planners often miss out. For some reason, many sales managers feel their own business is sacred. Their motto is: "Outsiders keep out!" We believe this is dead wrong. Same management people addressing the same group—year after year—simply cannot provide the impact of an outside speaker. Just the fact that he is an outsider gives weight to everything he says—and to what you want to say, too!

Of course, to get outside speakers is quite a trick in itself—especially when you've budgeted no more than

a roll of stamps for thank-you letters! But with a little ingenuity you can sometimes con impressive speakers into participating on that basis.

Obviously, you can get your suppliers to appear. In our case, to build up our product story, we invited a yarn producer. Then, having just installed an I.B.M. system, we were able to get a representative from that firm. These two men, along with several of our own people, spoke during the first morning session.

That afternoon we had our "fashion show"—and a preview of the new line.

It was on the second day that we had decided to get our "Time is Right" story across. We lined up an impressive list of outside authorities. Cast included representatives from National Association of Manufacturers, Research Institute of America, New York Times, Charm Magazine, and other leading organizations.

Main appeal used to get these speakers was simply the importance of the meeting and its over-all message. We emphasized to them the honest fact that this was not the usual sort of "straight pitch" sales meeting. We let each speaker stay within his own general field, as long as his re-




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marks related to our story. (So no extensive research was required). Also, our meeting was held in New York City, so no travel was involved.

But probably the most important factor to get these speakers, according to John Wolfe, was his "you'll be in good company" approach. Each prospective speaker was touted heavily on the other leading figures who had already agreed to appear.

Finally, on the third day, John Wolfe gave us his own standard sales meeting presentation, "Sell Like an Ace—Live Like a King!" Loaded with showmanship, this was certainly a high spot of our meeting.

5. **Stunts:** Wolfe personally m.c.'d the entire three-day affair. We feel that the many stunts he injected into the proceedings were tremendously valuable to maintain enthusiasm. Naturally, main purpose of any sales meeting is to inform and inspire. But salesmen, generally, are not scholarly people. They also have to be entertained.

Therefore, they were shown everything from money-making machines to rope tricks. However—and this is important—every gimmick was tied in with a specific point we wanted to get across to our men. Stunts are

really valuable only when they prove something you want your men to remember.

We also learned that tailor-made stunts need not be costly. For instance, to tie in with our main "Golden Era" theme, we discussed the possibility of using a small model of a pirate's treasure chest, from which swatches of cloth (or anything else) could be drawn.

John Wolfe told us later that he had searched all over New York City for such an item, without success. Finally, on a weird hunch, he stopped in a liquor store right next to his

office building, and there found exactly what he was looking for: a perfect model of a treasure chest, designed as a gift package, which the liquor store owner presented with his compliments!

Then, by rigging up a false bottom in the chest, Wolfe seemingly was able to transform our product into dollar bills. There's a lesson for salesmen!

Our men were given gold buttons and gold neckties, imprinted with the words: "Helen Harper's Golden Era."

6. **Staging:** Final elements that

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PAUL E. LEFTON
General Manager



contributed to our success — and possibly the most important of all — was staging. We knew that in order to have an impressive meeting we would need an impressive atmosphere, and John Wolfe showed us how to do that, too.

Our meeting was held at Hotel Warwick in New York City, a small but fine hotel with excellent facilities and service. Tables were set up in a diagonal school-room arrangement, with good lighting and sound system. With small groups, these details are sometimes overlooked, but their importance can't be stressed too strongly. With proper staging, we were able to create an atmosphere in which our over-all message could be presented dramatically and effectively.

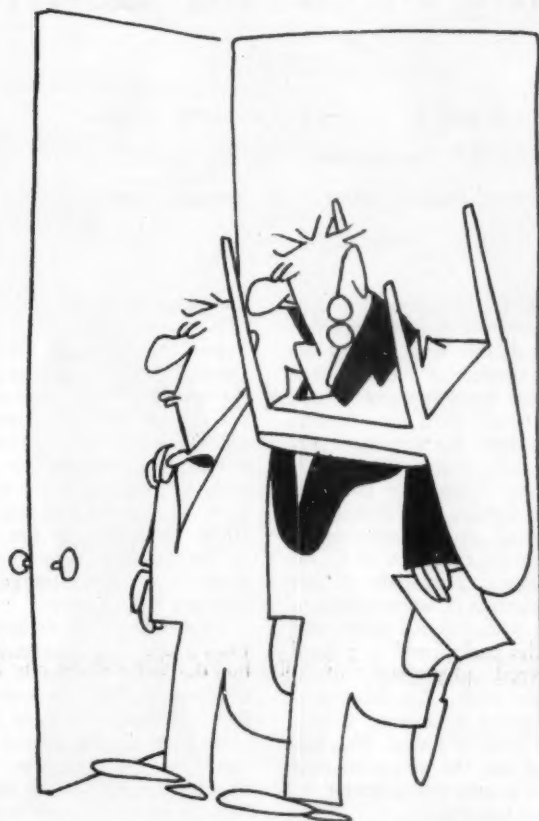
7. Problems: Did we run into any unforeseen problems? Sure! No meeting can ever be run without a few hitches.

For instance, one of the outside speakers gave us a few worried moments when he started talking about the bad things in today's economy. Obviously, we wanted our men to get the bright side of the picture. So there's a danger in allowing speakers too much free rein. Another speaker arrived late, and our carefully planned program had to be shifted around to accommodate our guest's schedule.

But, by and large, the entire meeting ran smoothly. If a little flexibility is mixed in with plans, almost any problem can be overcome.

► **Results?** From the attitude of our men all during the three-day meeting — and ever since — we're convinced this was by far the most productive meeting we have ever held. It was a small meeting, but it seemed big — and produced big results.

We believe it's a worth-while formula for any firm to follow. ♦



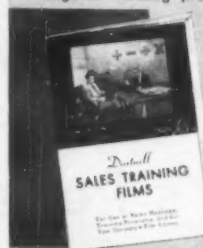
SALES MEETINGS

Mybush

"I take it then, you'd rather not handle the sales meeting this year."

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Please send me prices and information on exciting new Hawaiian display material, exotic giveaways and unique premiums.

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Company
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PEPSI'S EXHIBIT combines entertainment with self-promotional information.

What's Pepsi Doing in Grand Central?

Exhibit in railroad station is a tool to "market" company image.

This summer's show was third in Investment Center. Exhibit is in two sections: one is crowd-puller, other tells growth story.

Inside Grand Central Station, New York City, Pepsi-Cola Company ran an exhibit during July and August. Purpose was to "market" a company image to the general public, or at least to the thousands of viewers drawn from the terminal each day to see Pepsi's spectacular show there.

As Pepsi-Cola President Herbert L. Barnet says, "In our company, marketing is an all-embracing corporate function. The Grand Central exhibit is the result of this ever-widening influence within the company, where new marketing tools and their application are constantly being sought."

Situated in the Merrill Lynch, Pierce, Fenner and Smith Investment Information Center in the main terminal, Pepsi's "Growth Story" combines showmanship and entertainment with self-promotional information. It is the only type of exhibit that Pepsi-Cola has ever attempted and probably the only one of its kind in existence.

It first appeared during July and August, 1957. Merrill Lynch rents

this same space to top corporations every two months. When Pepsi first appeared with this revolutionary exhibit in the summer of 1957, it made such a hit that Pepsi was invited back for a second and third try. Attendance figures have far surpassed previous co-exhibitor records.

The display consists of two sections. Crowd-puller is "Syncopated Waters," which can be seen across most of the main concourse of Grand Central Station. Hundreds of jets and spray patterns of water gyrate in syncopation with colorful music and lights. In the background is a huge plastic-covered photograph of a mountain lake scene. The whole section is integrated by foliage, a rock garden and pools of water. This luscious setting and the air-conditioned area provide a cool and pleasant atmosphere for Pepsi-Cola.

But purpose of the exhibit is not merely to surround the idea of Pepsi-Cola with pleasant associations. The adjacent section—a long wall of moving blocks, bar graphs, lighted words

and colorful panels—is the "sell" section of the show: "The Growth of Pepsi-Cola Through Dedication to Quality." It tells of the progress of the company from 1950 (when present management took over) through 1958—a period of eight years in which Pepsi-Cola case sales rose over 160% compared with 32% for the industry as a whole and earnings rose over 800%. A movie on the production of Pepsi-Cola is also shown and it holds the crowds surprisingly well between water shows.

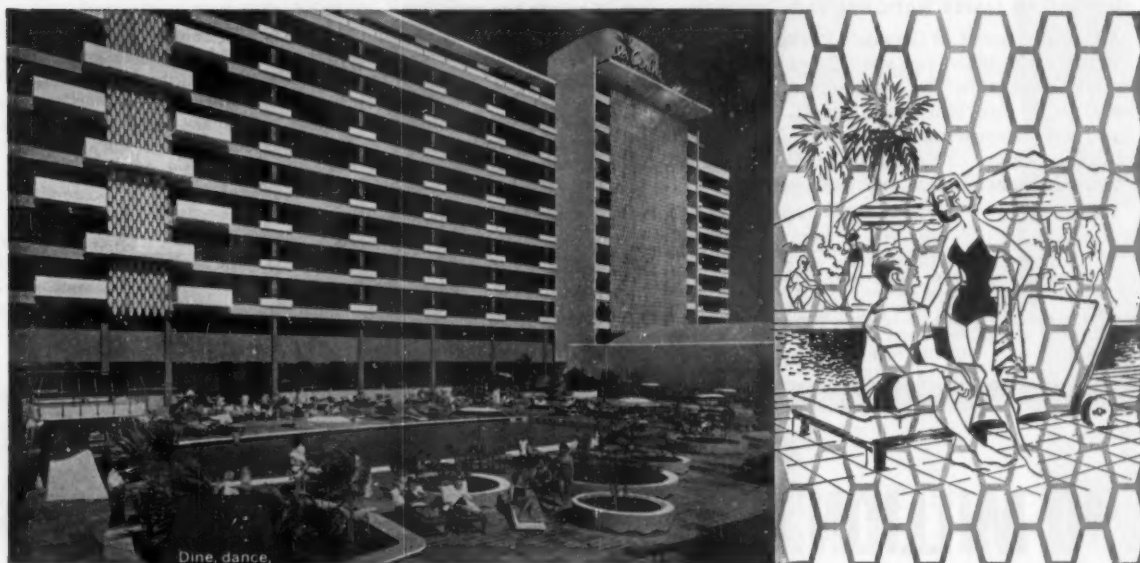
To whom is the exhibit directed? Does it appeal to everyone who stops by, the daily thousands of commuters, stockholders, non-stockholders, Pepsi drinkers, non-Pepsi drinkers?

First of all, the exhibit is not directed to the consumer. Nor is it directed to holders of Pepsi stock. Primary purpose is not to market the product, but to market the men, ideas, talent and organization behind it. Although pleased by the show and pleasurable surroundings, the viewer also sees behind them a company that

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be entertained
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spectacular
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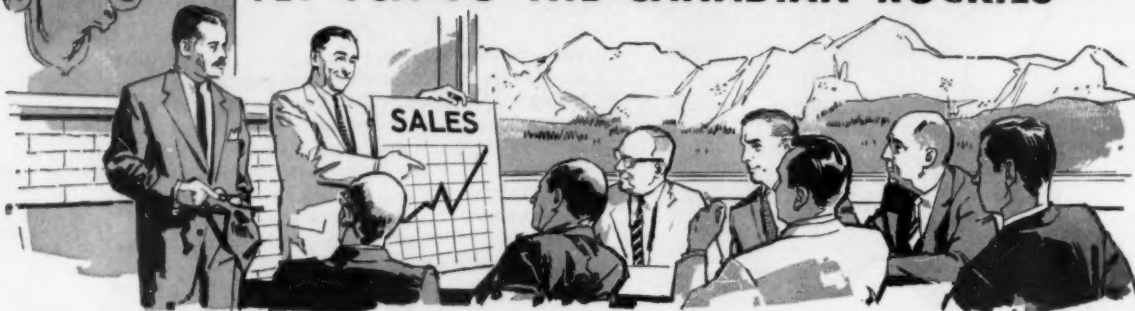
HENNING MOGENSEN, Manager

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is "setting the pace in the soft drink industry," a company of dynamic leadership and growth, a company of the future.

According to Merrill Lynch philosophy, everyone is a potential stockholder, whether it be of Pepsi-Cola stock or AT&T. But not everyone is going to come in and gaze at some heavy statistics to prove the value and future of the Pepsi-Cola Company. Other co-exhibitors have proven this. "By adding showmanship and entertainment with an interesting presentation of ideas, we have greatly leavened an otherwise indigestible loaf," Pepsi President Barnet says.

A child on his way to a train for camp is as impressed with the exhibit as a businessman and stockholder on his way home to Westchester, albeit for different reasons. Both will take in the spectacular water show, perhaps twice. But the businessman will turn to the mobile "Growth Story" display and study its every detail. True, the exhibit is designed primarily to reach this kind of person and to communicate to him a definite image of the Pepsi-Cola Company. But it also indirectly upgrades both the image of the product and company in the mind of the least curious viewer who may not read a word of the message.

What kind of success has Pepsi-Cola had with this exhibit? This is a tough question which should be answered qualitatively as well as quantitatively. Pepsi knows that about 10,000 people a day pass through the electric eye leading to the display and many stay a long time. People call up on the phone to the Investment Center and ask when the next show goes on, sometimes coming even from Long Island to see it. Many stay on for several shows, which last 20 minutes and go on twice an hour from 10 a.m. to 6 p.m. Greatest crowds are from noon to 2 p.m.

But what about the "sell" part of the show, the growth story? How much of a marketing job has been done with the written word? It is difficult to say how much people's attitudes have been changed in such a situation and what they have come away with. But comments overheard on this score are usually similar to: "Here's a really hot company!" "Look at that track record!" "Have they passed Coke yet?"

From all indications Pepsi-Cola is putting over its intended message and doing it with dramatic impact. Mere presence of an exhibit in the Center is prestigious. Pepsi-Cola Company has taken this opportunity and exploited it as an actual marketing tool.

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BANNERS of window blind fabric lettered in red and black were rolled down during the presentation to cover up the animal drawings. This quickly changed the set and portrayed the prizes. New card was then placed on the easel.

Simple Props Turn Session Into Gay Carnival

DuPont stages two meetings to excite salesmen with upcoming consumer contest. Props are inexpensive and all fit into one box. Tape recorder supplies all the music, fanfare and sound effects.

By C. A. WESLAGER

"Get your tickets to the big show! Hurry! Hurry!" Shouts came from three clowns who burst into the West Ballroom of Shoreham Hotel, Washington, D. C., introduced by a clatter of cowbells, whistles and horns. Audience—50 salesmen of DuPont No. "7" products (auto polishes, waxes, radiator chemicals) had seated themselves 40 minutes before

to what appeared to be a conventional lunch on the first day of their annual sales meeting.

Morning program had been opened by their manager, H. R. La Towsky, followed by other speakers, after which the meeting recessed for lunch.

Air was suddenly charged with excitement, as the clowns (three mem-

bers of the sales office staff) passed out printed tickets to "Lucky 7" Carnival. Tickets read that the show would start at 1:30. It was then 1:25. Salesmen followed the clowns down the corridor, now blazoned with billboard posters reading, "This Way to the Big Show." "Colossal" Spectacular! Tickets, on which each man had written his name, were collected at the door of the meeting room. Carnival music blared from the loudspeakers via tape recorder on which record music had been timed and taped).

Stage curtains had been opened to reveal a simulated circus wagon brilliantly lighted. When seats were filled, music reached a crescendo and lights went off. In the dark, a rocket count-down came over the speakers, ending in a terrific roar, as the lights came on. Simultaneously two members of the sales staff, wearing straw hats, blazers, and carrying canes, entered from either wing, spicing in the fashion of sideshow barkers. (Clown and Barker costumes rented from Van Horn & Son, Inc., Philadelphia.)

A card, lettered with innumerable 7's was displayed on a lighted easel, and one of the barkers explained to salesmen that those who were lucky enough to have their tickets drawn would receive a free guess as to the correct number of 7's on the card. As his name was read, the man arose and gave his estimate. Gag prizes were awarded—a glowing electric bulb for the man who had "almost seen the light," a fake snake for the man with a "low-down guess," a fireman's hat and miniature fire hydrant for the man who was "red hot," etc.

Climax came when one salesman (coached in advance) answered his name by standing and calling out, "There are exactly 777 sevens on that card!"

"You're absolutely right!" the barkers shouted in unison. Clowns pranced, as they ushered the winner to the stage.

"You've won the grand prize!" the first Barker exclaimed, pumping his hand. "How much do you weigh?"

"About 190 pounds," the salesman replied.

Clowns carried in a second chart to illustrate the number of silver dollars equivalent to various human weights and placed it on the easel.

Barker continued, "You have won—(pointing alongside 190 pounds on the chart) exactly—\$3,230 in silver dollars. Bring in the money to the lucky winner!"

From the wings, the second Barker

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pushed in a wheelbarrow (borrowed from the local hardware dealer), brimming with filled money bags (empty bags contributed by Wilmington Trust Company). One of the bags was opened, and silver dollars spilled into the salesman's hands. Feigning astonishment, he exclaimed, "Gee can I really keep it?"

"Sure, it's all yours," the barker replied. "Take it, and enjoy yourself!" Assisted by the clowns, the salesman wheeled the money down a runway and through the center aisle, to the rhythm of a circus march.

Audience was hilarious—but puzzled. They were taken by surprise, still had no idea what it was all about. Every man was on the edge of his seat, wondering what would come next.

At this point, the assistant sales manager came on stage. He explained that the scene the salesmen had witnessed was their introduction to the 1959 advertising and promotion plan for DuPont No. "7" products, something new to this business.

"Yes," he said "during 1959 we are going to stage a big consumer contest, and first prize will be silver dollars, just as in the performance you have witnessed. Entrants will count the 7's on a contest entry blank, just as you men did, but the prize-winner will receive not his weight in silver dollars, but to publicize the No. "7" trademark, we will offer. . . ."

At this point, a string was cut on a banner that had been rolled up like a window blind above the first animal poster on the circus wagon. As it unwound, trumpets on the tape recorder sounded a fanfare. Words on the banner screamed: Seven Times Your Weight In Silver Dollars.

"Instead of winning \$3,230, a winner weighing as much as your fellow salesman would receive \$22,610 as first prize! Moreover, minimum first prize is \$15,000—even a midget in Ringling Brothers circus would win that much. But there's no limit—if the fat lady weighing 600 pounds should win, she can claim silver dollars equal to seven times her weight."

First weight card used in the skit was flipped over. Opposite side showed a range of human weights and their equivalent in dollars when multiplied by seven. Audience gasped at the magnitude of the figures.

Three other banners were successively rolled down, each to a fanfare, as the speakers went on to describe seven second prizes (LeSabre Buicks), 77 third prizes (Philco portable TV sets), and 777 fourth prizes (G.E. transistor radios).

Each banner had words across the top, which fitted together in a final

composite reading, "The Lucky Line for '59." First stage background was altered by the simple expedient of rolling the four banners down the side of the simulated wagon, and changing the easel card.

Meeting continued with an explanation of a dealer "Sweepstakes" prize plan to tie in with the consumer contest, and built up a dramatic presentation of the national, local, and trade advertising to support the contest. Clowns and barkers participated, with the show ending in a circus parade, with a 16-ft. banner to list media and circulation figures. At the conclusion, silver dollar tie clasps (real) were given to all the men, and a complete "selling" kit with sample entry blanks, ad schedules, ad reprints.

Salesmen attended a cocktail party that evening where a prize of "Seven Times Your Weight In Pink Lemonade" was featured.

To add further to the evening excitement, bags of silver dollars awarded to the winner earlier in the day were wheeled in. Announcement was made that he had unselfishly agreed to "share the wealth" with his associates. Each man was permitted to put his hand in the bag and told he could keep as many dollars as he could withdraw. Then came another surprise: silver dollars were aluminum pocket-pieces embossed with a horseshoe and copy reading, "No. 7 The Lucky Line for '59." (Coins from Martin Meyers Co., Philadelphia.) An ample supply was later given each salesman for distribution to wholesalers and dealers.

Identical presentation was made to a group of approximately the same number of Western No. "7" salesmen at Broadmoor Hotel, Colorado Springs, by the same cast. Celotex board, wood strips, and aerosol lacquer were bought locally (\$35). Banners, printed tickets, posters, wheels, easel cards, and oilcloth were designed to fold into a single carton carried by hand from Wilmington to both meetings. Spotlights and amplifying equipment were part of the hotel stage equipment.

Script was written and dialogue thoroughly rehearsed in the Wilmington office in advance of meetings. Stage was set the afternoon before each meeting by performers and a dress rehearsal held the same evening.

Use of dramatic techniques put over this phase of the sales meeting in a fast and entertaining way. If excited salesmen and they carried their enthusiasm for the contest program back to their territories and their customers. The consumer is now



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- ALL NEW** Bright, comfortable molded glass fiber chairs.
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So, pull this page and drop it in your file labeled "conventions." Or better yet, drop us a note now and get the full story of our convention services and our tasteful, budget-hugging display work.



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learning about the "Lucky 7" contest through a major advertising program. Dealers and wholesalers, who were

all primed weeks in advance by No. "7" salesmen, are giving it 100% support. ♦



MIKE WALLACE-type interrogator interviews an industrial distributor in the film. Initially he is against industrial distribution but later is converted.

Film on Industrial Distribution

Informative and entertaining film on industrial distribution has been released by Standard Pressed Steel Co., Jenkintown, Pa.

Twenty-minute 16-mm film relies on a Mike Wallace-type interview technique for its lively format. It covers principal ways the industrial distributor serves both the industrial buyer and supplier alike. Film is entitled "A Talk With Mr. D."

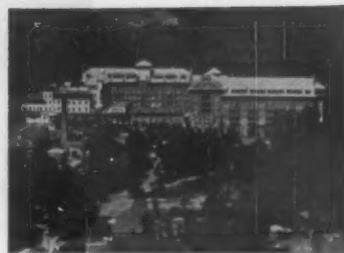
SPS produced the film as a needed missing link in the distributors' sales and promotion program, reveals Leonard H. Clark, marketing manager. "In many quarters today, industrial distribution is still the least understood important function in our economy," he says. "The distributor is vital to industry. We, and many companies like us, rely on him to sell our industrial products. A streamlined audio visual was needed to tell this story," he adds.

Variety of industrial supply products used in the film permits its showing by manufacturers of virtually any product. Sole mention of SPS is in the opening credit lines as producer of the film.

Film centers around an interview with Mr. D—, typical industrial distributor. Interviewer is a Mike Wallace-like interrogator who initially is a doubting antagonist but subsequently becomes a convert to industrial distribution. Woven in for pace are episodes and scenes in distributors' offices that illustrate various services performed by Mr. D.

Of particular interest is the good-natured caricature of the Nervous Purchasing Agent — his company buys everything direct — and the Confident Purchasing Agent — he buys mainly through the industrial distributor.

Prints are available from SPS to show at your meeting. Write to Standard Pressed Steel Co., Audio/Visual Dept., Jenkintown, Pa.



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FOREMAN'S WIFE and six children hear him explain an operation to the audience during open house.



Essentials for Open House

Gardner-Denver celebrates 100 years in business with open houses at its plants. Tells about firm, importance to community, how our economy works to benefit all. Offers opportunity for fun.

High on the list of Gardner-Denver Company plans to dramatize its 1959 centennial celebration has been a series of "open houses" at its plants

around the nation. Because of careful advance planning, open houses have been successful in their job of telling thousands of persons about the 100-

year-old firm.

Events in such main plant cities as Quincy, Ill., Denver, Colo., Grand Haven, Mich., and Woodstock, Ont., are designed to promote the worldwide company in the communities where it has manufacturing facilities. Local celebrations have portrayed the firm as a producer of equipment for basic industry, as a good place to work and as an important factor in the economic life of the community. Gardner-Denver management is enthusiastic about results.

"We believe, for example, that the Quincy open house carried out our purposes in all respects," says Gardner-Denver President Gifford V. Leece. "By showing Quincy the operations of the company and how it contributes to the benefit of the entire community and nation, we believe that our already good relations with Quincy-area citizens and institutions will be even better."

Leece was among principal greeters at the first open house celebration in Quincy, where the firm was founded in 1859 and where it still is headquartered. An estimated 4,000 persons took advantage of the opportunity to see the workings of the Front Street plant, Gardner-Denver's biggest single facility. They were taken on conducted tours that included explanations of how the plant

TERRY BATCHELOR, production worker's son, tries executive vice-president's chair.



GIFFORD V. LEECE, president, welcomes visitors to Gardner-Denver's first open house. Hostesses prepare to distribute literature.



BABIES BALK at attempts to line them up for a "formal" photograph during open house at Grand Haven.



GUESTS LINE UP for refreshments after a tour of the plant in Quincy, Ill.



turns out everything from a quarter-horsepower air compressor to a 1,250-horsepower pump.

"Highlight of this open house seemed to be the largest machine tool used in this Quincy plant," says Vice-President C. M. George, who is in charge of the three Gardner-Denver plants in the Quincy area. "Crowds were fascinated by the 160,000-pound horizontal boring machine. Its price tag of \$175,000 helped show the enormous investment American business has made to make our standard of living the highest in the world.

Part of the selling job of an industrial open house should be to sell our free enterprise system by the best method—direct illustration."

Pattern of all Gardner-Denver centennial open houses is similar. Plenty of guides are on hand for a plant tour that is so well marked that a visitor can make it on his own if he wishes. Employees at work in shops and offices demonstrate how they handle their jobs. Tours include everything from how raw materials are worked to finished products in action.

There also are photographic dis-

plays to show the growth of Gardner-Denver in 100 years from a one-room machine shop to a world-wide manufacturer of equipment for basic industries—petroleum, construction, mining and general production. A 17-minute centennial movie describes the company's growth and present activities. It is run continually for visitors. Souvenir booklets and other company literature are available to visitors.

"An important factor in any open house is fun," says B. P. Spann, Gardner-Denver vice-president in charge of employee relations. "It should not be overlooked. We made sure that there were balloons for children, refreshments for everyone and an all-around festive atmosphere. There also was a nursery so that parents could take the tour knowing their small children were under careful supervision."

Executives in charge of the Grand Haven open house say that the nursery there received at least as much attention from visitors as the exhibits of air tools, such as drills and wrenches, automatic "wire-wrap" machines that make solderless electrical connections, and other equipment produced at the plant. More than 60 children were left in charge of a

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Alvarado Hotel, Albuquerque, N. M. Accommodations for groups up to 150 all year. Write Manager, Raymond W. Williams. Phone: CHAPEL 7-0711, Teletype: AQ 62.

Furnace Creek Inn, Death Valley National Monument, California. Accommodations for groups up to 175 November 1 to May 1. Write Manager,

Fred W. Witteberg, or Fred Harvey Reservations Office, 530 W. 6th Street, Los Angeles 14, California. Phone: MADISON 7-8048, Teletype: LA 1465.

El Tovar Hotel, Bright Angel Lodge, Grand Canyon National Park, Arizona. Accommodations for groups up to 200 October 1 to April 30. Write Grand Canyon Res. Office. Phone: Grand Canyon 181, Teletype: GRAND CANYON ARIZ 3723.

Or Contact: Monte S. Gordon, Fred Harvey, 530 W. 6th Street, Los Angeles, Calif. Phone: MADISON 7-8048, Teletype: LA 1465.



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registered nurse and volunteer baby sitters while their parents made the plant tour.

About 3,000 persons attended the Grand Haven open house, according to B. D. Maddox, Gardner-Denver vice-president in charge of facilities at both Grand Haven and Reed City, Mich. Many visitors were members of families of employees.

"We believe it is important to set aside a specific time for Gardner-Denver family visiting," says E. V. Erickson, executive vice-president and chairman of the company's centennial celebration. "A man's wife and children have a natural curiosity about how he earns his living. This is a good opportunity for them to satisfy this curiosity."

Special exhibits are displayed at all Gardner-Denver open houses. To make this possible, dates of events were staggered to avoid conflict.

Front Street celebration in Quincy was held June 6, with others scheduled for the foundry at nearby La Grange, Mo., Aug. 15, and at the Walton Heights plant in Quincy, Oct. 3. Reed City open house was held June 13 and the one at Denver on June 18 and 19. Denver plant, which produces mining and drilling prod-

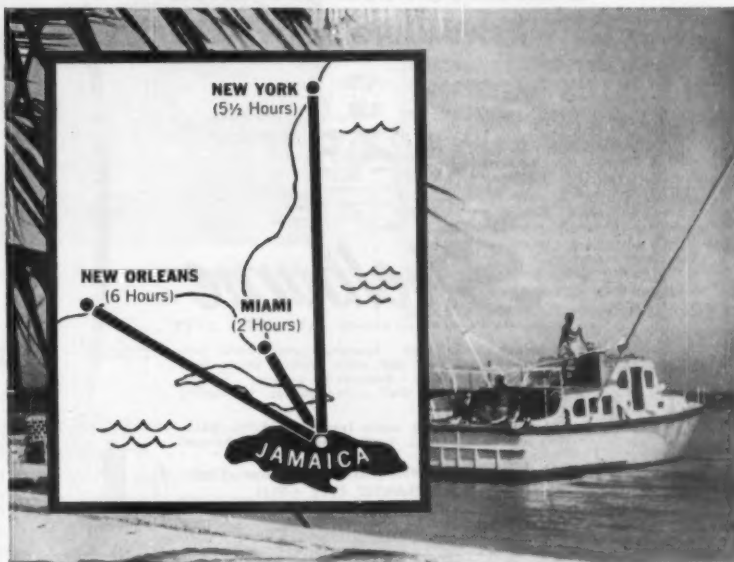
ucts, celebrated the centennial under the direction of Vice-President C. H. Rieman.

One of the traveling features is an exhibit of some of the gold-painted equipment that had been displayed earlier at the International Petroleum Exposition in Tulsa. Company celebrated its 100th birthday on May 15, the day after the exposition opened, by unveiling new additions to its line of oil field products. Leece and other top company officials were on hand as the company sold the first two units of a new line of oil well drilling draw-

works at the IPE. All of the equipment on display—from the spotlighted drawworks to the smallest hand-held air tool—was painted gold in honor of the centennial celebration of Gardner-Denver, which coincides with the 100th anniversary of the petroleum industry.

Company's main exhibition was air-conditioned for the comfort of visitors, many of whom were, or became, Gardner-Denver customers. The exhibit, like the open houses, showed Gardner-Denver is a firm with deep roots in the past, but with its sights

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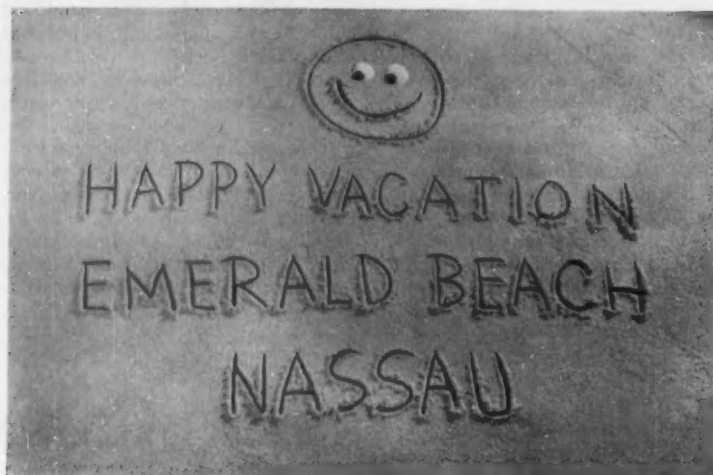
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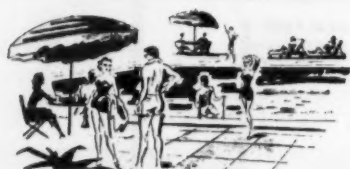
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set on the future as expressed in its centennial motto of "Equipment Today for the Challenge of Tomorrow."

► The motto is the product of a company-wide contest to sum up the philosophy of Gardner-Denver in a few words. Winning entry of an engineer in California has been adopted by the company for use in advertisements, match covers, window decals, and other company material. Motto is used in conjunction with a specially

designed centennial emblem.

These centennial symbols also have been used in a publicity campaign that is expected to yield stories on the company in some 100 trade and consumer magazines, hundreds of newspapers, and many television and radio stations. Press manuals were prepared to bring news media up to date on Gardner-Denver and meeting manuals were distributed to help personnel tell the company story in cities where they work. ♦



MECHANICAL ROBOT Rene Costaz provides laughs during sales clinic.

Creative Selling by "Robot"

Selling and showmanship go together like peas in a pod. At least Martin-Senour Paint Co., Chicago, thinks so.

Seven man team from company's automotive paint division went to Rensselaer, Ind., to conduct a high-powered clinic for warehousemen, jobber salesmen and painters.

Showmanship played an important part in this clinic. Rene Costaz, Martin-Senour's "Mechanical Robot," put on a humorous act interspersed with serious training discussion on newest painting techniques and products.

Costaz, a former Parisian pantomimist, helped to correct a mistake purposefully created by one of the divisional sales managers. Sales manager forgot to clean a grease spot when he sprayed a car fender. He wondered how to correct his mistake. "Mechanical Robot," in humorous fashion, came to his assistance with the proper product.

Some of the more than 100 men present came from communities 90 miles away to view the demonstrations. "Sales boomed as a result of this clinic," reveals J. R. Degnan, vice-president sales. "It demonstrates that creative selling at grass roots can foster a healthy economic climate."

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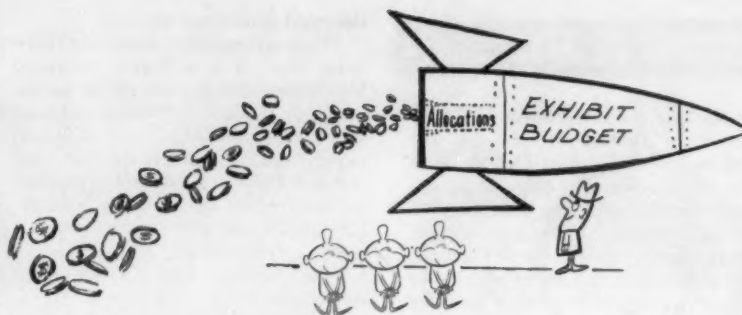
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Quo Vadis Exhibit \$\$\$?

Survey of 35 companies indicates just one sure thing: Industry is completely inconsistent in budgets for exhibit items. No pattern emerges for how money is spent. Space costs range from low of 5% to 54%; new exhibit construction from nothing to 57%.

By LESLIE LEVI

President, Ivel Construction Corp.*

Much has been written in recent years about costs involved in exhibit-

* Brooklyn, N. Y.

ing at trade shows. Little is really known, statistically, however, about how these costs are divided. Each exhibitor seems to strike out for him-

This Is the Questionnaire

As nearly as I can judge from experience and records, my annual exhibit budget breaks down as follows:

- | | |
|--|----------|
| 1. For SPACE RENTAL | _____% |
| 2. For NEW EXHIBIT CONSTRUCTION | _____% |
| 3. For REFURBISHING, COPY & ART CHANGES | _____% |
| 4. For FREIGHT & STORAGE | _____% |
| 5. For INSTALLATION, DISMANTLING, LOCAL DRAYAGE | _____% |
| 6. For RENTAL OF FURNITURE, FLOORING, FLOWERS, ETC. | _____% |
| 7. For SPECIAL SERVICES, TALENT, ELECTRICAL CONNECTIONS, ETC. | _____% |
| 8. For COLLATERAL ITEMS | |
| a. Manpower (if charged to exhibit budget) |) |
| b. Product handling |) |
| c. Promotion of exhibit |) |
| d. Entertainment |) _____% |
| TOTAL | 100% |

self, makes his own precedents and sets his own pace. Apparently, there are no well-charted guide posts of experience comparable to those developed through the years by more "settled" media.

In the belief that an exchange of information might be both interesting and valuable to our clients, we set out to ask a few questions of a sampling of companies that exhibit frequently in a substantial cross-section of U. S. trade shows. Of 130 questionnaires mailed out, 35 were fully answered. All were from nationally known companies with plenty of experience in the field. Twelve offered to permit use of their names in this published report. They are mentioned here only to show the broad cross-section covered by the responses.

They are:

Allied Chemical Corp. (Barrett Division)
Borden Co.

International Nickel Co.

Walter Kidde & Company, Inc.

E. Leitz, Inc.

Monroe Calculating Machine Co.

National Lead Company

New York Telephone Company

Oakite Products, Inc.

Owens-Illinois Co.

SKF Industries, Inc.

The Stanley Works

tries call for different allocations.

At any rate, figures are given for what they are worth, in the hope that they may be used as a first step toward a better understanding of exhibit costs, if not toward standardization. Several of those who did not answer fully replied that they actually have no fixed budget and keep no accurate records of expenditures. Practically all, however, expressed keen interest in the project and requested copies of results.

► There are obviously too many zeros in the tabulation for it to be altogether meaningful. For example, respondent who stated that his budget allowed nothing for new exhibit construction is a frequent exhibitor who owns many substantial properties. No doubt he felt he has enough on hand for this year and plans to buy nothing new.

There are six companies that plan to spend nothing whatever for refurbishing, copy and art changes. These companies, however, are in the top group for new construction. It would appear that they don't bother to rework their existing exhibits for new shows, which in itself is rather unusual.

One of the most notable variants, but one which occasioned no surprise, is the final item which includes man-

some people ask
the man in the
street



others ...
do it themselves



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How 35 Companies Divide Exhibit Budget

	From	To	Average
1. Space Rental	5%	54%	24.96%
2. New Exhibit Construction	0%	57%	31.92%
3. Refurbishing, Copy & Art Changes	0%	30%	8.28%
4. Freight and Storage	1%	25%	8.54%
5. Installation, Dismantling, Local Drayage	0.5%	25%	6.74%
6. Rental Furniture, Flooring, Flowers, etc.	0%	10%	3.44%
7. Special Services, Talent, Electrical	0%	19.7%	4.22%
8. Collateral Items	0%	50%	11.58%

Amazing thing about answers to the questionnaire was their great disparity. Practically no general conclusions can be drawn from them, except that exhibit managers as a group follow no very well-mapped road. It may be that the format of the questionnaire could be improved to better segregate or more clearly define items. Or perhaps different types of indus-

power, product handling, promotion and entertainment. It is, of course, well known that most companies charge these items to sales, rather than to exhibits themselves.

Perhaps further study should be given to this subject and a broader cross-section should be sought. If the readers find it of sufficient interest, it will be done. ♦

EVEN FIDEL CASTRO personally welcomed the Niagara convention to Havana. Most Cubans gave the group a warm greeting.



Nothing Stops a Niagara Convention

When President Murphy decided that Cuba was an ideal site for his sales meeting—talk of unrest or no—he went full steam ahead. He chartered planes, arranged tours and made plans for 500 or 600 people. Over 1,000 qualified for biggest meeting.

It wasn't easy to get Americans to go to Cuba when they read stories almost every day telling of unrest that accompanied Fidel Castro's climb

to power.

But one company, Niagara Therapy Corp., Adamsville, Pa., not only sold the idea of a convention in Cuba to

its sales organization, but made it the most successful convention in the 10 years the company has been holding conventions.

The company manufactures cyclo-massage relaxation equipment for use at home, office and on the road. Niagara products are sold through franchised dealers with direct sales organization.

Owen Murphy, president of the company, reveals, "We expected about 500 or 600 people. But when convention time (July 29-Aug. 2) rolled



PAJAMA-CLAD Niagarans frolic in the Hilton pool during a pajama party.

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Director
tell you what
can be done for
your group



around, we had over 1,000 people coming from as far away as Alaska and Northwest Canada. We even had to turn people away because we just couldn't handle them all at the last minute."

How did Murphy sell the convention in Havana to his people when less fearless executives in other companies were cancelling convention plans in Havana rather than face a possible convention failure?

Murphy, a dynamic individualist, made more than a half dozen trips to Cuba to personally evaluate the situa-

tion. He met with the Cuban Tourist Commission, people from Habana Hilton Hotel where the convention was held, government officials, and even Fidel Castro. He was convinced that Havana was the "right place" to stage the convention this year.

Murphy undertook to sell the convention site to his sales organization with the same enthusiasm as a candidate running for office.

He kicked off his convention campaign with a closed-circuit broadcast last April to more than 3,000 dealers and salesmen throughout United

States and Canada. During the one-hour broadcast, which was done at a cost of more than \$12,000 through CBS facilities, Murphy told his people what he had seen in Havana and what they could expect. Murphy had everyone—from Hilton manager and Cuban consul to Cuban vocalists and musicians—paint a picture of Havana.

He followed up the broadcast with a full barrage of sales meetings, sales contests, mailings, song contests and just about everything conceivable to sell Havana to his group. For four months prior to the convention, Murphy participated in sales meetings almost around the clock in all quarters of the United States and Canada. He travelled in his own Aero Commander, often flying nights and holding meetings all day.

Sales quotas were set so that as many people as possible could get to the convention. Chartered planes were used so that travel costs were at a minimum. Salesmen who met their quotas paid for the transportation. Once they reached Havana they were guests of the company. Salesmen who did not quite make the quota paid proportionately more. A special plan was also available for wives and guests.

To get his people to Havana, Murphy was confronted with one of the largest logistic problems a company has had to face. People were coming from all quarters of the United States and Canada. To be sure that all sales people reached Havana in time to kick off the convention without delay, Murphy decided to use chartered flights. In one of the largest airlifts outside of the United States ever undertaken by a company, Murphy had 12 chartered planes pick up Niagarans in Los Angeles, San Francisco, Seattle, Salt Lake City, Chicago, Pittsburgh, New York and Miami.

Once they reached Havana, Murphy rolled out the red carpet. He had a full dressed band and members of the home office dressed in Cuban attire, welcome every plane as it arrived. Even a sudden downpour didn't dampen their spirit. He made special arrangements to speed the group through customs. Baggage was delivered from the airport directly to guests' rooms. An hour after the last plane arrived, Murphy had a wel-



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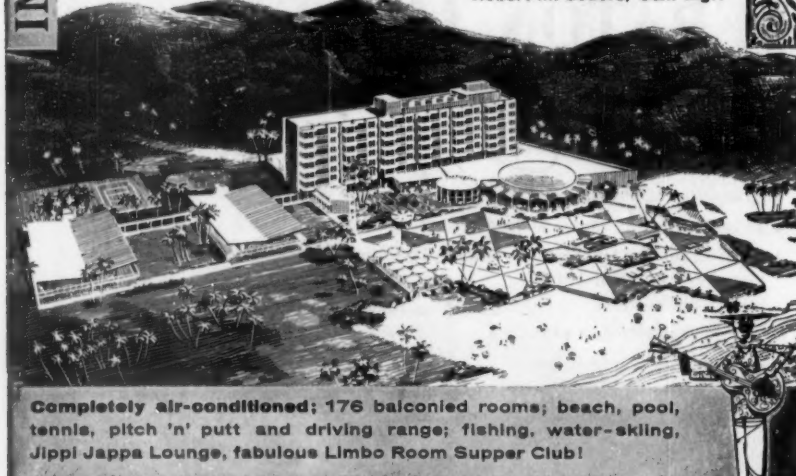
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come cocktail party in the lobby of the hotel.

During the next four days, Murphy had almost every minute of the day planned for the group. The convention schedule was packed with everything from scientists reporting on the company's latest findings to pajama parties and tours of Havana night clubs. "Whole program was aimed at one purpose—to help salesmen in the field," says Murphy.

► How did he accomplish this?

"It was a twofold program," he explains. "Half the time at the convention was devoted to business and the other half to fun — with a certain amount of business integrated into the latter."

Business meetings started promptly at 9:00 a.m. and continued through 1:00 p.m. daily. During these business sessions the company's advertising and promotion plans were carefully outlined, new products were revealed, experts reported on the company's research program, new sales techniques were outlined, a hiring and training program was explained in detail. Murphy didn't leave a thing to chance in orienting his sales people at this convention.

Following business sessions, Murphy had a well laid plan for fun and recreation which included everything from barbecues and special parties to

song contests, nightclub tours and scenic tours.

Most Cubans, including Fidel Castro who personally welcomed the convention to Havana, gave the group a very warm and cordial reception. They did everything possible to help make the convention a success.

The company managed to set aside one serious evening of entertainment known as the President's Dinner. At this occasion, company's top salesmen (and women) were honored with prizes ranging from mink stoles and wrist watches to trophies.

Does this type of program pay off? Without qualification, Murphy says, "Yes!"

In previous years the company has held conventions in French Lick, Ind., Nassau, Glenwood Springs, Colo., Conneaut Lake, Pa., Miami Beach and Atlantic City. Murphy has tried to make each convention more informative than the last. Results have been gratifying—sales have climbed consistently each year.

After last year's convention in French Lick, Niagara had one of its best sales years in its history. While most companies were suffering from the recession, Niagara's 1958 sales jumped to a record \$35-million mark.

And as far as Murphy is concerned, Niagara's conventions are going to be bigger and better in the years to come. ♦



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LUNCHEON LAUNCHES California Cling Peach Advisory Board's promotion program. Buffet-size cans at each place setting contain cuff links made of peach stones.



Peach of a Luncheon: Pitch 15 Minutes

Peach Board has local newspaper co-sponsor luncheon to introduce new three-year "excitement plan"—to cover 11 cities each year. Selects prestige sites; uses rather elaborate invitation system.

By ELSA GIDLOW

California Cling Peach Advisory Board this year launches its \$1.75 million promotion program with a radically different approach. How to get this fact across to the trade was the problem of William (Bill) Hoard, advertising and promotion manager of the Board, who took over his job at the start of this year.

Hoard and his associates are meeting the problem with a "Three Year Trade Excitement Plan" which includes a series of luncheon events in 33 key markets, 11 each year of the plan, and an addition to the extensive national advertising always done by the Board, of local ROP color in leading newspapers.

Aim of trade excitement plan is to convince the trade beyond any question that cling peaches are promoted more than any other canned fruit; and to sell the current program and enlist support of all concerned. People in the trade are apt to become apathetic about industry cooperative

programs which, in a sense, have nothing to sell. (No brand name is involved, it's difficult to trace results.) California Cling Peach Advisory Board, which has 100% representation of growers and canners, has done a fine job over the years to accomplish its objective: to create a favorable climate for cling peaches and fruit cocktail (its only other product). So successful is its work, it has been taken for granted by many.

Interest of the trade will be re-stimulated by a number of changes and intensified activities. For example:

This year's campaign, breaking Sept. 21, is from four to six weeks earlier than in any previous year. It's twice as big in its kickoff program. It presents to the trade a complete plan of promotion covering three and a half months (in place of the previous month-by-month promotions). The trade gets a complete "package" for that period, running from the

start of the program through the end of December. This permits the trade to make plans further ahead; to see the whole program at once; and motivates marketers to do a better job.

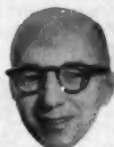
To supplement the always heavy national advertising schedule, the new program adds a very large local program of full pages in color in newspapers in the first 11 selected markets to be featured this year in the first lap of the three year plan.

Trade excitement program dramatizes this supplementary support by means of a series of luncheons, staged in each of the 11 cities where the local newspaper advertising is to run. Luncheons commenced Aug. 18 and ran through Sept. 3. Advertisements break Oct. 1. There were no luncheons in cities where advertising is not run locally—no local advertising without the tie-in luncheon meetings.

People to be reached by these meetings include: brokers, wholesalers, all top management personnel in chain and voluntary food retail groups, managers, sales managers, merchandising managers, advertising managers, buyers; also top association people concerned with food, including grocers, restaurants, and so on; and leaders in fields that are co-operating in the companion item phases of the peach promotion.

At the first event in the series, held in the headquarters city of San Francisco, resident buyers who are responsible for canned food purchases for national and Eastern store organi-

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Opening 1960 — Royal Orleans Hotel, New Orleans, La.

zations were in attendance along with sales managers of Bay Area canning firms. These two groups attended the San Francisco luncheon and were able to preview this phase of the trade excitement program as it would be staged in other cities throughout the country.

► Method of handling meetings is interesting. Co-sponsorship of luncheons by the newspaper in each market is the important gimmick. The Board pays the bill but the newspapers come into the act locally in a number of important ways. Playing the part of co-hosts, they help to draw up invitation lists ("They may know many of the local people better than we do," Board points out); they provide publicity and merchandising help; attend to on-the-spot details of arranging for the luncheon; and provide manpower and footpower to contact those chosen to attend. Board's seven regional men in the field work with them.

Invitations are striking—printed on gold paper with a peach in full color on the outside. The summons reads: "You are invited . . . Join us, please, for an El Dorado Party" followed by date, place, time (noon), names of co-hosts (peach board and local newspaper). "Refreshments, good food, good fellowship, and the show will be over by 1:30 p.m." the invitation assures — and means it. Promotion pitch runs exactly 15 minutes and never a minute longer.

"That proves almost shocking," Hoard points out, "but we've found the brevity of the message very good strategy. Leave them hungry and they'll come back for more. We've proved this: people actually hang around and start to ask questions."

"El Dorado" has a double significance. As a footnote on the invitation explains: "El Dorado means 'opportunity for wealth.'" It is also name of the recipe featured in the first full-page color newspaper advertisement as well as in other advertising and promotion material. Number of persons invited to luncheons ranges from 80 to 250, depending on the size of the market.

One objective of the luncheons, Hoard points out, is to provide the opportunity for "our industry to express gratitude to the trade for its co-operation in the past, as well as to enlist their aid for the future." In keeping with this spirit, the luncheon place is carefully chosen. "We try to hold them," Hoard says, "in the best place in each city that can accommodate the number of guests." This may be the top notch hotel, an

exclusive club or some other place with appropriate facilities.

Meeting dates were arbitrarily set three months ahead to fit into the grand circle tour participated in by top personnel of the Board. These include: Hoard, who planned and will m.c. the meetings; nearest regional man who represents the Board locally; its merchandising manager, Richard D. Messinger; and the Board's advertising agency (BBD&O) account executive, Larry Nolte.

Towns to feature luncheons this first year are those of participating newspapers: San Francisco Chronicle; Los Angeles Times; Oakland Tribune; Dallas Times Herald; Houston Chronicle; Atlanta Journal Constitution; Boston Globe; Philadelphia Bulletin; Pittsburgh Press; Chicago Daily News; and Milwaukee Journal — in that order.

Invitations were sent six weeks in advance or handed personally to the prospective guest, together with an RSVP card, by a Board field man or a representative of the co-hosting newspaper. One week before the luncheon is to take place a second card is sent, to acknowledge the RSVP of the guest with a "glad you can come" message and reminder of date and time. Then, on the day before the luncheon, the guest receives a telephone call from the newspaper with a final reminder. This elaborate follow-through is not simply to assure that the luncheon date will not be forgotten by the busy individuals invited. It also has the psychological value of impressing the invitee with the fact that the Board and the newspaper recognizes his importance and is eager to welcome him (or her).

"When you work at it to that extent, people are impressed," Hoard smiles.

Another mark of courtesy as well as a dramatic touch is the luncheon favor. At each plate the luncheon guest finds an eight-ounce can with a peach label (but no brand name, no type matter of any kind). Can openers are in evidence but the guests are allowed to rattle the can and guess what may be in it until the appropriate moment of the program. When cans are opened, guest finds inside a card with a pair of cuff links carved from peach pit halves. Card reads: "for a PEACH of a GUY . . . Handcrafted from genuine California Cling Peach Pits . . . from Cling Peach Advisory Board."

In some cities there was the additional fanfare of a "Special Edition" of the newspaper. In the midst of the program the door of the hall bursts open and a bevy of newsboys



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rush in calling "Extra!" The paper is the current edition with a replated page one to cover the story of the luncheon and to list names of all those present. Several hundred are run off as "souvenirs" for guests.

Promotion tools for the program are impressive. Principle one is a portfolio and sales kit put out for the 3,000 top people in the food trade of the nation. It contains 40 different pieces of material to be used in the forthcoming three-months period in the program. It includes proofs of all advertising to be run locally and nationally; all tie in materials, p.o.p. pieces, color publicity pages from newspapers, an eight-page broadside to detail the entire program, and so on. In most instances the kit was presented personally to recipients and made the basis for a call.

► One problem faced in producing the portfolio was to have all 40 pieces in it ready and coordinated with the issue date of the kit, which was two months in advance of the date of the first advertising. To accomplish this, printing was done in nine different printing plants.

Another mechanical problem was encountered following the decision to use peach-pit cuff-link favors. Time was June — well before the current peach harvest and canning season. Board had to find thousands of peach pits in a hurry to furnish to the hobbyist chosen to carve the pits into cuff links. Pits were found in a big chemical plant in southern California, which buys them up to process into charcoal briquets! Board—after solving many minor problems connected with having such a mammoth job done quickly by a hobbyist who is used to working slowly on small orders — then arranged with a cannery to "can" the finished favors in after hours shifts. This is the first time peach pits — usually watched for and excluded with the greatest vigilance — have ever been deliberately canned.

Besides the portfolio and sales kit, there were six mailings to kick off both the Fall promotion and the year's activity. Whether those invited to luncheons in the 11 cities selected for the first lap of the Three Year Trade Excitement Plan found themselves able to attend or not, they still got the full treatment otherwise.

Cities not yet in the luncheon and local advertising act also were covered with the same material, including the portfolio — with, of course, no mention made of the luncheon series in the markets on the list for next year or the year following.

After luncheon meetings in each of the 11 chosen markets, regional men

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representing the Board will make follow-up calls on the trade, to sew up "what we want them to do and what they may wish us to do," in Hoard's words.

These regional men, incidentally, only seven in number though they are, are of such calibre that they accomplish a great deal in proportion to their efforts. Hoard explains: "They are way beyond the average dealer service men in ability, stature, experience and breadth of contacting. They are capable of being and are good friends of the top men in the many fields we reach — grocery, restaurant, institutional, food editors and so on. They have a lot to do and they are doing it well, both in their regular work and in helping to make a success of these new and special events."

Aiding them in their current activity for the Fall and 1959-1960 program is the broadside, mailed or personally delivered to 45,000 persons in the trade at all levels, detailing the program, giving details and reproduction of advertising and promotion pieces, and photographs of mats available for dealer tie-in advertising. Broadside, issued periodically as "California Cling Peach News," also gives retailers hints on display and other p.o.p. tie-in, not forgetting opportunities for windows.

► All indicators point to an enthusiastic reception for the stepped-up Cling Peach program and its "trade Excitement" features, executives of the Board say. Initial acceptance has been excellent. ♦

Big Job for Little Exhibit

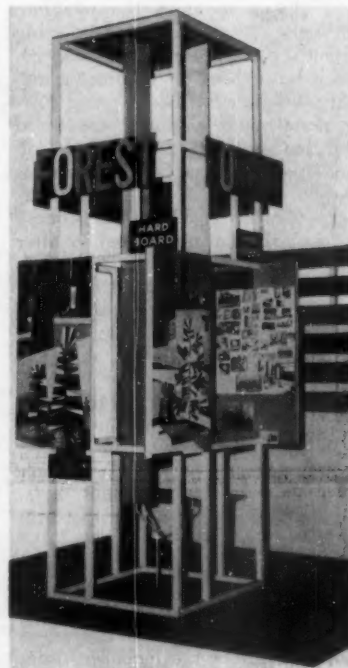
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Display was designed to symbolize versatility of Forest hardboard. And it tells an interesting and informative story of hardboard production, products and product uses.

Exhibit was created under the direction of John Cain, merchandising manager. Exhibit was so effective, he says, that other exhibitors near the Forest display were happy, too. It helped attract larger crowds to that portion of the exhibit area.



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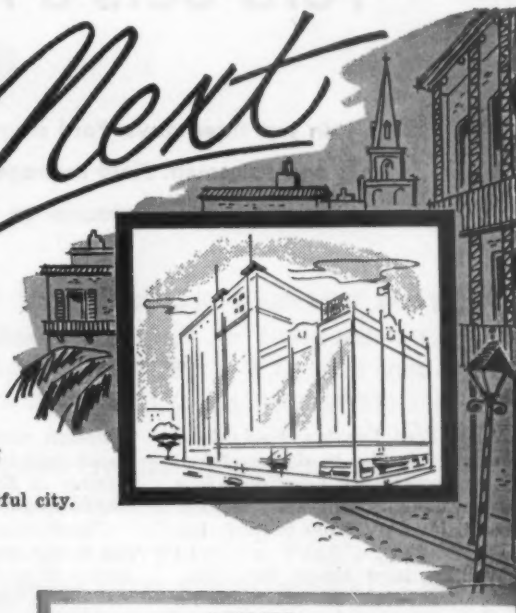
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"EXCHANGE MANAGER" introduces program to field management.

Ford Sets a Meeting Record

In just three days, Ford stages 387 meetings for 32,000 dealers and salesmen. Field management executives trained to produce sessions after exposure to secret session in Detroit in April.

By ROBERT C. AUSBECK
Vice-President, Sales, The E. F. MacDonald Company

When Ford Division, Ford Motor Company, decides to do something, you can count on it being done in a big way. But, 387 meetings in three days to involve 32,000 people? Impossible!

Well, perhaps almost impossible. Let's examine how this minor miracle was accomplished. Ford chose months May and June, 1959, for a hard-hitting sales campaign to involve approximately 7,000 dealers and 25,000 salesmen. Campaign was entitled "Sweep the Market." Target, obviously, was to capture more sales for Ford during these two excellent selling months. But, how to launch this

campaign with impact designed to impart peak initial enthusiasm to each member of Ford's sales organization simultaneously?

Closed-circuit television kickoffs had been used, as well as all the devices of jumbo telegrams and direct mail pieces. After deliberation, it was decided to bring live meeting announcements to dealers and their salesmen, and The E. F. MacDonald Company was selected for this assignment.

MacDonald Company had already been working with Ford Division on planning stages of the campaign, which would bring almost \$4 million

worth of merchandise and travel awards to Ford retail personnel. Now, MacDonald Company's Meeting-Convention Division approached the gargantuan task, to stimulate 32,000 men simultaneously in three short days.

Here's how the plan worked: In April, Ford field management executives were invited to attend a meeting in Detroit. They were deliberately not told the purpose of the meeting. Plan was to expose them to a typical dealer kickoff meeting, which they in turn would be called upon to produce across the nation.

Pre-meeting mailings were sent to field executives' homes, spaced ap-

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proximately five days apart. Mailings were designed to tease anticipation for the meeting. (These were the same mailings that dealers and their salesmen would receive prior to their meetings.)

When checking into the hotel, each Ford representative found a campaign tie in his room with the cryptic note to wear it to the meeting the following day.

Next morning, they descended the staircase to the meeting room. As they descended, they were met by a series of charming young ladies re-

cruited from airline offices. First gave each guest a black felt derby, with the statement, "Here's a dividend for you." ("Sweep the Market" campaign with its kickoff meetings was part of a much larger consumer-directed program entitled "Dividend Days." Both programs were planned for announcement at these meetings.) In turn, each man received a white carnation for his buttonhole, a walking cane, a large diamond stickpin for his campaign tie, a long cigarette holder equipped with cigarette. Last young lady lit his cigarette and presented

him with the lighter.

Now, properly attired in the popular if somewhat erroneous concept of what today's Wall Street financier wears, our guests entered the meeting room to find it transformed into the "Ford Exchange," a take-off on the well-known New York Stock Exchange. Ticker tape was strewn about the floor. Banners lampooned competition in typical Wall Street terms. Background music played gay prosperity period tunes. At the front of the room was a desk bearing the impressive nameplate "Exchange Manager."

Lounge chairs were arranged in conversational groupings around coffee tables. On each table were "sell" and "buy" note pads, pencils, cigars. When everyone was comfortably seated and puffing on a good cigar, lights quickly dimmed and music ceased. Exchange Manager, attired in grey, striped trousers, formal cut-away coat and ascot tie, seated himself at his desk. In darkness, he extended a welcome to the "Ford Exchange" and announced that because stock market terms would be used during the meeting, a review of these terms and their meanings would be explained by a short motion picture especially prepared for this purpose.

On this cue, a humorous picture was projected which combined stock market terms with Mack Sennett comedy scenes. Purpose of the film was to set the stage and to relax the group. It proved effective and was greeted with applause upon its conclusion. Following this, through a series of combined motion picture scenes, sound slide films, charts and special sound effects, the campaign was announced and its purpose outlined.

Meeting flowed smoothly to the rapt attention of the group. It approached its climax when the campaign banner unfurled by means of an off-stage ripcord and hit its peak with release of hundreds of campaign theme-imprinted balloons and firing of powder-propelled ticker tape streamers over the heads of the audience while a special campaign theme song played lustily over the P.A. system.

Just an hour and a half after they had entered the room, Ford field management group headed for a coffee break. After this, they were informed that the meeting they had witnessed would be produced by them for Ford dealers, sales managers and dealer salesmen across the country in the days to follow.

Inspirational talks were presented to the group by top Ford executives.

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Then the mechanics of the plan were unfolded by MacDonald Company meeting technicians and field managers rehearsed their meeting production responsibilities.

The plan was thorough in detail; 387 meeting packages had already been shipped to meeting sites across the country. Meeting sites, usually prominent hotels, has been selected by field management and reservations made for a specific date supplied by Detroit. Each meeting kit contained the expendable portions of the meeting, such as felt derbies, decorations, posters, ticker tape, powder-propelled streamers, 8' x 16' wide screen, etc. Receipts of delivery were presented to each producer for those meetings he would stage in his geographic area. Meeting producer's case has motion picture film, sound slide film, recorded musical background, sound effect records, and most important single factor of the entire plan—a detailed and illustrated meeting producer's guidebook.

This guidebook, plastic bound, contained the entire program, not only for the Ford "Sweep the Market" campaign, but also the Ford "Dividend Days" program. In it was a verbatim script of the entire meeting plus suggestions on how to decorate the hall, prepare the meeting and produce it. There were sketches to implement the words and check lists to guide the producer. These pre-meeting "readiness" check lists proved an important factor to each meeting's success.

Last element in the guidebook was a series of report forms. Each meeting presented would be reported by the Ford field manager to the Ford Division in Detroit. Data reported includes attendance and reaction to the program.

From this Detroit training session, field personnel fanned out across the nation. At each meeting site, they found the expendable materials ready to be put in use. Meetings went off like clockwork and the sales campaign started to roll with a high initial level of enthusiasm.

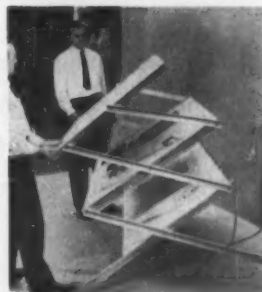
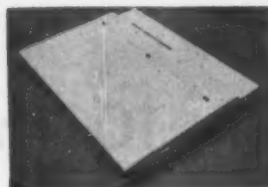
Never before have so many men attended so many identical meetings in such a short period of time. Were the meetings effective? Ford Division reports stacks of glowing comments taken from meeting reports.

From Conrad Hilton in Chicago to Cobblestone Restaurant in Storm Lake, Iowa; from Mark Hopkins in San Francisco to the Waldorf-Astoria in New York City, salesmen were charged with enthusiasm, and that enthusiasm sold Ford cars and trucks as the high level of sales in May and June has testified. ♦

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IVY BAKER PRIEST, Treasurer of the United States, is one of the many speakers.

Giant 100th Birthday Meeting

Equitable Life centennial celebration has to be moved out of Coliseum and into Madison Square Garden to accommodate 2,200 delegates who earn trip, their wives, company executives. Hard-working committees cut tasks to manageable proportions.

By ETNA M. KELLEY

Though an increase in sales usually is a major objective for an anniversary observance, the goal is not always attained. Results exceeded expectations, however, in the case of the 18-month-long centennial observance of Equitable Life Assurance Society. It reached its climax during the week of July 26-31, when more than 5,000 delegates convened in New York City. Group included 2,200 Equitable salesmen, winners of an incentive program, with their wives, plus supervisors. (Counting management people, main office staff and members of Equitable's 25-Year Corps, some 14,000 participated in the week's activities.)

High spots of the week's program included dedication of Equitable's new building, now under construction; three days of ceremonies, entertainment and inspiration—including tributes to top-producing salesmen, at Madison Square Garden; and two

days of meetings and panel discussions of 222 field leaders (million-dollar-a-year salesmen) at the Waldorf-Astoria Hotel. In addition, there were banquets and luncheons and such extra-curricular activities as a fashion show for delegates' wives.

Making arrangements to house and entertain so large a group, Equitable had a demanding task. It entailed booking 3,500 rooms, in blocks of from 150 to 300 in 12 hotels; and reserving theater tickets—2,200 for six shows and 1,200 for performances of "Song of Norway" at Jones Beach. A private bus system was set up for transportation of delegates.

Despite the closely packed schedule and large number of participants, the week's events went smoothly. This credit should go to early and careful planning and wise division of duties, carried on chiefly through committees.

As early as December, 1956, company's Centennial Anniversary Com-

mittee was working on plans for the celebration. By September, 1958, there was a Program Committee (to select speakers, plan special events); General Promotion Committee (advertising, publicity, exhibits, displays, communications); Dinner Committee (meals at company expense, plus entertainment); Hotel and Travel; Personnel Participation (selection of guides for home office tours and for work at the convention hall, planning participation of retirees and other employees); Finance and Budget; Industry, City and Related Activities Committee. There was also a Coordination Committee, under Vice-President Charles R. Corcoran, to coordinate work of other committees. Three who were widely acclaimed for their good offices in making the program a success were Melville P. Dickenson, senior vice-president for Advertising and Publications, Press Relations and Personnel; Senior Vice-President Joseph L. Beesley, Sales Operations, and Miss Goldie Dietel, advertising director, who was secretary of Coordinating Committee.

Another factor in the program was support from top management. As an instance, President James F. Oates, Jr., spoke or otherwise officiated at nearly all events of Centennial Week, beginning with Dedication Day ceremonies on the site of Equitable's new building, now under construction.

In a sense, planning began with

celebration of Equitable's 95th birthday, five years ago. Though minor in comparison with the centennial program, it was hailed as an important milestone. One of its features was establishment of an illustrated newspaper, "Leadership News," a daily during the program, then a monthly devoted to a considerable degree to heralding the coming of the centennial. During Centennial Week it again became a daily, and was then suspended.

Plans for the centennial began to take more definite form three years ago and reached a high point in December, 1957, 18 months before Centennial Week. At that time President Oates announced an incentive plan for salesmen, winners to be entitled to expenses-paid trips to New York City for the convention. To qualify, a salesman had to increase his sales volume about 50% above normal levels. "We figured that about 1,900 would make the grade," commented Vice-President Corcoran, "but we ended with 2,200 qualifiers. Among winners were 220 'leading producers,' all of whom are responsible for sales of over a million dollars worth of insurance a year, and some of whom hit two million; and four who have been



JACK DEMPSEY (left) shows Equitable's President how to pack a knockout punch.

with Equitable for 50 years. In one way or another homage was paid on various occasions throughout the conference week to many of those whose

sales records were better than those of average qualifiers.

It is obvious that early planning had much to do with the success of

NEW YORK'S Mayor Wagner (left) and Equitable's President **James F. Oates, Jr.** unveil the "lithocron" or time capsule on the first day of the celebration.

YEAR BEFORE Centennial Week, company staged ceremonies to open anniversary celebration. They included ground breaking for new building. Firm's choral society sang, wore 19th century costumes.



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Equitable's Centennial Week. Here are some of the early steps: Contract for the Coliseum was signed in July, 1956; this was later terminated by mutual agreement, when it became apparent that more space would be needed and Madison Square Garden was booked for the convention. In 1958 and to an increasing degree in 1959, plans for the anniversary celebration were described in issues of "Equineews" (for salaried employees) and "Agency Items" (for field men).

In July, 1958, one year before Centennial Week, the company staged ceremonies to signal opening of the anniversary celebration period. It included breaking ground for the new building in New York City, reading of a special proclamation, and songs by the firm's choral society (wearing costumes of a century ago). At that time plans for Centennial Week in 1959 were so far developed that they were outlined in a press release, which also told of a company history, then in preparation, and a historical film, both to be issued in 1959.

► Tempo was accelerated in first half of 1959. Early in the year kits were sent to agency managers to help them tie in with main office planning and to conduct their own local programs. Among the contents were material on Equitable's history and sample releases for local papers dealing with agents from the area whose sales would entitle them to attend the Centennial Week conference. In May, 1959, President Oates sent telegrams to managers to report on sales progress and to congratulate those whose records were outstanding. Finally, one week before the start of Centennial Week, there was a luncheon for the press at Sardi's in New York City. Press kits with material to describe the forthcoming celebration, advance copies of some speeches, and a handsome 56-page illustrated history and program were distributed.

Foregoing shows the thoroughness of advance planning. Of equal importance was attention to detail and care taken to make visits of delegates pleasant and effortless. To cite one instance, at each hotel that housed delegates there was an information center, usually on the first or second floor, a special room where friends could meet, packages and messages could be delivered, and where information—and even baby sitters—could be obtained. Location was easily accessible and these centers prevented lobbies from becoming congested. So far as possible, guests were grouped according to geographic origin, and the person who manned the center was

usually an Equitable manager from the same area.

Week's events were enhanced by participation of many celebrities, in addition to that of Equitable's own top management. New York's mayor, Robert F. Wagner, took part in the new home office dedication. (One of its features was unveiling of the "lithocron," a sort of time capsule, modern version of the cornerstone.) On Monday, Equitable Day, New York's Cardinal Spellman was one of the speakers and there was entertainment by stage, screen and television personalities.

► During the "Physical Fitness" period (sponsored jointly by Sports Illustrated), there was participation by such notables as Jack Dempsey; Dick Button (ice-skating champ); Florence Chadwick (swimming champ); and tennis stars Don Budge, Althea Gibson, Fred Perry, Vic Seixas and Bill Talbert. Bonnie Prudden and members of her Physical Fitness Institute also entertained the audience.

On Wednesday, Industry Day, prominent educators and business men addressed the delegation. Among them were Ivy Baker Priest, U.S. Treasurer, and Frederick R. Kappel, president, American Telephone and Telegraph Co.

Though entertainment was featured in the programs, there was always a relationship with insurance, as, for instance, in the events of the physical fitness section.

More down-to-earth were two "Leadership Days" programs, when "Million Club" members met at the Waldorf, first in a general discussion, then in four separate rooms for panel discussions. Among subjects covered were: employe benefits, keyman insurance, estate conservation and liquidity, current developments, planning a Million Club member's own estate. Each participant found at his place during the opening session a portfolio bearing his name, nameplate, names of panelists, information on topics covered (useful when delegate returned to his job), and blank paper for note-taking.

Centennial theme was emphasized throughout the preliminary period, as well as during the conference week. Here are some of the ways in which this was done:

1. **Printed material:** Company publications carried information on Equitable's history for more than a year before Centennial Week and devoted space to the forthcoming celebration. Typical treatment included a cover of December, 1957, "Equitable Agency



THE *Hollywood Beach* salutes

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President

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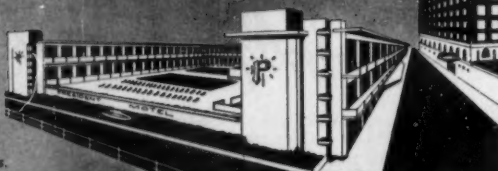
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Items." It reproduced President Oates' proclamation of the 18-months observance of the milestone. An article in this issue spelled out the conditions of the sales contest whose winners would receive free trips to the convention. Other printed tie-ins: 56-page program-and-history, with old-fashioned typography, photographs and drawings to depict life when Equitable was young; "A Century of Building Family Security," a 28-page combination annual report and company history, with nostalgic typography and artwork; "100 Years of Growth and Progress," a four-page brochure with Equitable's chronology and an interesting cover design, a cross-section view of the growth rings of a sawed log; kits and portfolios, all of which portrayed the special centennial seal and otherwise tied in with the milestone.

2. Decorations and props: For the convocations, both large and small, during Centennial Week, there were always decorations, such as 100th anniversary streamers. Banners, bearing reproductions of the centennial seal carried out the blue and gold color scheme of the organization.

3. Souvenirs and gifts: These were of wide range. Most of them carried the centennial seal. Among them were matchbooks; lapel pins, silver-plated and in the design of the centennial seal; bracelets, also bearing the seal, for delegates' wives. An especially attractive memento was the miniature of the lithicon (unveiled during dedication ceremonies) of clear plastic with steel time capsule embedded in it. When visitors took the special tours of the home office, they were given shopping bags in which to carry away souvenirs distributed on those occasions.

4. Exhibits: During Centennial Week, visitors who took guided tours of the home office, saw not only modern data processing equipment and exhibits dealing with the company's soon-to-be-completed building, but displays dealing with its early history. For example, there were reproductions of a 19th century clerk's working area and an early machine room.

5. Speeches and releases: Dozens of speeches were made during and preceding the anniversary observance period, by Equitable people and its friends. Though many subjects were covered, there was always recognition of Equitable's long history. On Industry Day, there was a symposium, sponsored jointly by American Life Con-

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vention, Institute of Life Insurance, and Life Insurance Association of America, on "The Economic and Social Contributions of Life Insurance to the Nation." Speakers, all leaders in their fields, touched on the past, but there was also emphasis on the part life insurance will play in the future growth of our nation.

Equitable's centennial conference represented a vast amount of work, but it was divided among so many that the burden was not intolerable for any one individual. As to expense, this was kept within bounds by concentrating on the big July convention and cutting out special events and seminars normally held in other years.

Motivation for staging so vigorous a program came partly from a study conducted by Equitable several years ago. According to Vice-President Corcoran, "We learned that although we are the third largest in our field, our public recognition was not commensurate." Then came word from the president to prepare a program that would "enable us to begin developing a more forceful corporate image and greater recognition." To an outsider it would appear that a long step has been taken toward that aim, in the newsworthy centennial campaign culminating in a conference so large that it had to be housed in Madison Square Garden. ♦

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Both imagination and hard work were very much in evidence at the recent territory manager sales conference of Walker Marketing Corp., Racine, Wis., held at Lake Lawn Lodge, Delavan, Wis. Company manufactures three lines of products—automobile mufflers, jacks and oil filters.

Previous Walker sales meetings had shown the advantages of group dynamics techniques. So planners of the recent meeting decided to use as many of them as possible.

First used was the buzz session. Every one of the 80 salesmen present took part. Method was used to handle such subjects as sales approaches, overcoming sales objections and closing the sale.



Entire audience was divided into 10-man groups seated at separate tables. After a lead-off talk from the

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group chairman, each table discussed an assigned subject for 10 minutes. Ideas developed at the individual tables were reported by an appointed "table chairman." After the 10-minute discussion each chairman read the ideas conceived by his group and they were discussed briefly before the entire assembly. By a show of hands the whole group then voted for the table with the best set of ideas. This competitive note added an extra highlight to the session.



Role-playing was another group technique successfully employed at the conference. Men were again divided into small groups but this time they met in individual rooms. Each man was required to tackle a specific type of selling problem such as a "cold turkey" call, or "selling carload lots." Role of the "hard-to-sell" prospect was played by the group leader who is a member of the headquarters staff. Advance preparation for this assignment was encouraged but entire 20-minute presentation was extemporaneous. Interest in this role-playing activity was again heightened by a competitive spirit. Winners in each group were selected by the participants themselves and appropriate awards were made at the final banquet.

Advantages of small-group seminars are, of course, well known. But, because of the difficulties of programming, this effective method of communication is frequently bypassed in favor of the easy-to-schedule large group seminar. This was not the case at the Walker conference. Six separate small group seminars were planned as part of the program. A carefully detailed schedule was work-

ed out so each man would attend each seminar with a different group. By the use of this technique the men got to know each other better. They were stimulated throughout all six sessions by their constantly changing associates and each man could actively participate in an intimate discussion period.

Another feature of the conference which lent variety and interest was a "clinic" or dealer meeting held on location at a local car dealer's shop. Here the men were able to observe under actual field conditions the latest technical developments in muffler replacement, as well as the merchandising methods used to conduct business of this type.

During the entire meeting the group never met in the same room for more than a few hours. Activities were regularly transferred to various locations so that specially prepared background displays, slide films and product samples could be set up in advance. Thus, rooms were always "fresh" and the danger of monotonous surroundings was avoided.

Salesmen arrived Sunday and started business meetings early Monday morning. During the five day conference, salesmen had only one afternoon off to do as they wished. Evenings were free. And many salesmen got up early in the morning to get in a swim or a round of golf before the morning sessions started.



All salesmen were pleased — after all this was a business trip not a vacation. They wanted to learn and did.



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KEY CLUB comes complete with bar, fireplace, gaslights and gramophone.

Mobile Key Club Is New Hospitality Wrinkle

Continental Can creates portable room in gay 90's style to serve as hospitality center at conventions. Prospects and customers receive keys to door. Entire room packs up for use elsewhere.

By JAY R. PAUL
Convention Coordinator, Continental Can Co.

The country's enduring and long-suffering army of convention planners always lives with this age-old problem:

How can we make a lasting, profitable impression most effectively on our customers and prospects who attend the convention?

Over the years, answers have varied with the situation at the moment: more display space, more motion in displays, pretty demonstrators, new product or service introductions timed to coincide with convention dates, bigger and better cocktail parties. There is nothing particularly wrong

with these answers. I'm sure they have solved many a problem, but among them we found no solution to ours.

With conventions constantly growing — both in attendance and number of exhibitors — a company's problem of making the kind of impression it wants to make, on the people it wants to reach, is becoming more acute. Usual product display and standard hospitality room certainly have their places in the picture, but a new approach is needed to jar conventional conventioners!

This year at Continental Can we took a searching look at our convention problems. First, we reviewed

what we had done in the past. We knew our participation had been consistently of high calibre, but we wondered if there had been that particularly distinctive thing to make it stand out from a hundred others.

One thing did stand out in our minds: While we had been able to create interesting displays for the typical "hall" shows, there was a sameness about our hospitality rooms and participation in "hotel" conventions that plagued us. We had trouble separating one from another in our memories. And, if we had this trouble, we asked ourselves, "What about our customers?"

Secondly, we sat down and made a check list of what we wanted to accomplish. Frankly, we really hadn't put this down in black and white before. We had relied, I suppose, on the vague thought that all convention activity has only one objective: to increase sales. But the check list proved to be interesting and thought-provoking. Here it is:

1. To reach a select group of customers and prospects.
2. To make a favorable, distinctive impression on that group.
3. To become more intimately acquainted with them, and with their problems.
4. To tell these people — in a quiet, friendly atmosphere — about our company and its products.
5. To provide our customers and prospects with something new to talk about — something they would enjoy and tell their friends. Every telling would help our selling.

With these objectives and with a general dissatisfaction about our own activities in the past, we moved into the third phase of our planning: submission and discussion of new ideas. We soon realized that although we knew where we wanted to go, we didn't know exactly how to get there. It was at this point we consulted with Lewis Barry, president, Lewis Barry, Inc.

This is the age of the beatniks. In the convention world, it's the era of the off-beat idea, the simple idea so unreal, distinctive and workable that it will help meet the tremendous competition of other companies that seek the interest and attention of the same convention goers. We started with such an idea, and, working with Barry, we developed it.

Exclusiveness — a friendly, interesting atmosphere — the answer seemed

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LAKEVIEW INN, Yarmouth, Nova Scotia. Snug English-style inn, accommodating 120. Cottages, too. Comfortable convention facilities. For fun: golf, tennis, swimming, shuffleboard, fishing. Open July and August.

DIGBY PINES, Digby, Nova Scotia. Unique fishing town inn. 189 rooms, 31 cottages. Convention facilities. Golf, fishing, tennis, swimming. Superb seafood. Open June to September.

DOONWALLIS INN, Kentville, Nova Scotia. Set in the peaceful orchards of the lush Annapolis Valley. Facilities for 150, ideal for small gatherings. Fishing, golf nearby. Open year-round.

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ROYAL ALEXANDRA, Winnipeg, Manitoba. 445 well-furnished rooms. Dining room, coffee shop. Selkirk Lounge. Many convention facilities. Open year-round.

THE SASKATCHEWAN, Regina, Sask. 270 rooms, with radio. TV available. Comfortable accommodations. Good food and service. Dining room, coffee shop. Open year-round.

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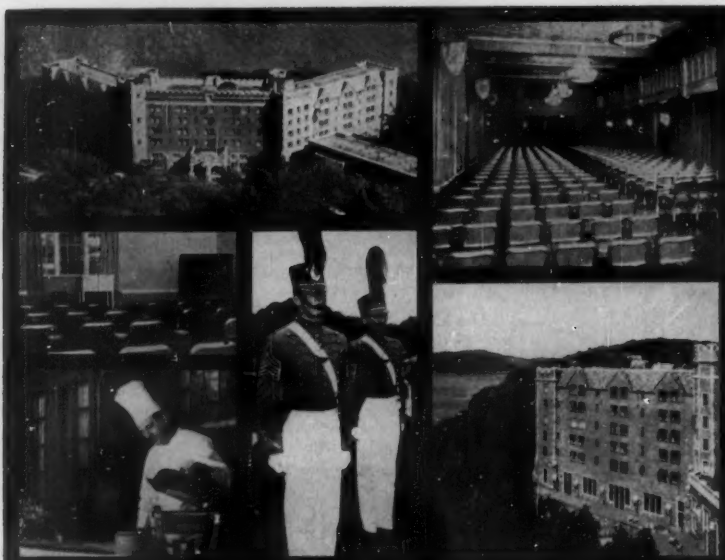
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CHATEAU LAKE LOUISE, Lake Louise, Alberta. Just 40 miles away from Banff. A majestic mountain retreat and world-famous resort. Every window reflects the calm and might of ageless peaks. 400 rooms. Adequate convention facilities. All Alpine sports. Boating, riding, swimming, dancing, concerts nightly. Open June to September.



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to suggest itself: a key club! During the last few years key clubs have been flourishing all over the country. To our knowledge, no other company had hit upon using this device as a merchandising vehicle at conventions.

We started with a room, and it had to be almost any hotel room in any convention city. Within that room, in our mind's eye, we built another room, lifted board by board from the 1890's. Its authentic decor included red and gold wall paper in bold patterns to match the heavy red and gold drapes, gaslights, a picturesque mantle and fireplace, and old-fashioned "series" paintings. An ample bar and back bar of the period were dropped in place, complete with bartenders in colored vests and sleeve garters. In the background, barbershop quartet music filled the air, courtesy of an old-fashioned gramophone.

So far, so good. We liked the setting, especially when it was enhanced by a little vestibule, an entrance that set the stage and provided a door that could be opened only by key-holders.

To transform all this into reality, exhibit-builder Barry brought new meaning to the word craftsmanship. All the myriad details of decor from the gay 90's period were carefully researched, and then the Barry organization pounded pavements until every authentic item was found.

► One of the great problems faced was to bring mobility to the "room within a room." To have created this club in just one hotel in one city would have been simple, but it had to be designed and executed like a stage setting for a road show — ready to be assembled in one city, and then, after use, packed up and shipped to another where the room dimensions were undoubtedly different, where windows were in different locations, where there might or might not be air conditioners to contend with. With a lot of foresight and some clever designing, all these rigorous specifications were fully met.

Now we had our key club, and we could take it with us. Possibilities seemed endless: membership invitations issued to Very Important Persons, our customers and prospects; actual keys provided for members to allow them to enter through the locked vestibule door; cups and napkins bearing the VIP insignia; straw hats for our members and bonnets for their ladies. They all added to the exclusive, distinctive atmosphere of the room. Everything about it suggested the name, "Triple-C Key Club" and so it was duly christened.

The mobile Triple-C Key Club first welcomed members at the Conrad Hilton Hotel, Chicago, during National Paper Trades Assn. convention. It will be on the scene and operating at the same hotel during National Automatic Merchandising Assn. Exposition in November.

There is no doubt in our minds that the Club is accomplishing our objectives. It has made a tremendous impression on all our visitors. It has provided us with an intimate setting — very near and yet far from the normal strife and stress of conventions —

in which our customers and we can get to know each other better.

There are no products on display, yet customers are particularly receptive in such surroundings to converse about our merchandise. It has enabled us to be selective in our convention selling.

All in all, the key to our club has helped to open the door to previously untapped sales. Lastly, because the club is an unique oasis, news of its existence has spread by word-of-mouth, the most telling form of publicity any company can have. ♦

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GAY NINETIES theme is used to tell audience what old-fashioned selling methods were like.

To Criticize with a Smile—Sing It!

Entertainment takes dullness out of meeting, but should put across management's message, too. You can make audience enjoy being criticized if it is set to music. It worked at Sylvania's meeting.

By FRED A. NILES
President, Fred A. Niles Productions, Inc.

Dull and ineffectual. Those are the words confided to me by some top men in industry who described their

sales meetings. During many of their distributor and dealer meetings, same format of dull exhorting speeches is

used year after year.

There is no reason for this pattern of boredom and frustration to con-



STAR SINGS about a city where a distributor had not set up proper servicing methods.

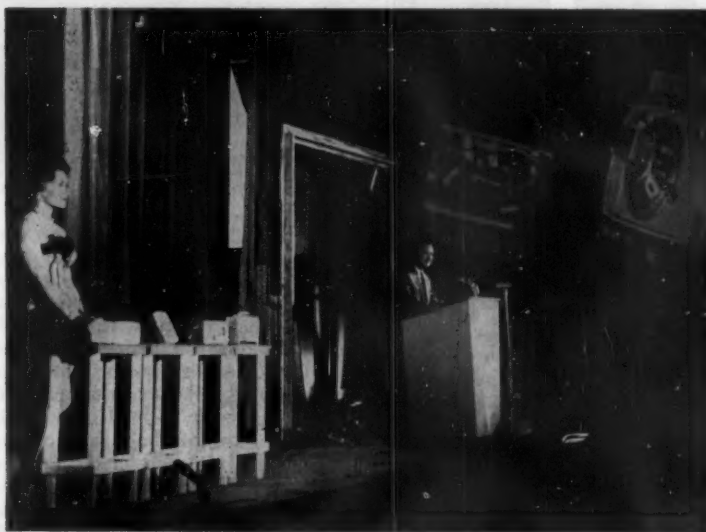
tinue. It can be changed simply with a live, entertaining show to tell management's story. It's good psychology, good business, and relatively inexpensive.

Case in point: Sylvania Company, Batavia, N.Y. Recently, we were called upon to write, produce and stage a live convention show for Sylvania distributors. Show was held in Chicago June 12, at the Edgewater Beach Tent Theatre, starting at 8:45 a.m.

First task was to create a good script. More than 20 different speeches would be made by Sylvania executives. Entertainment portion of the show had to integrate speeches and not look as though it were window dressing. Even two coffee breaks

terms of sales and service programs, plus a completely new and exciting line of products. As each Sylvania executive contributed his special knowledge to Abner in the form of a concise, well worded speech; as each point in the speech was illustrated by live entertainment; Abner showed a meteoric rise to comprehension of modern business methods. Distributors in the audience not only learned what Sylvania wanted them to know, they first sympathized with Abner for his initial failures and then cheered for his ultimate success.

They were actually cheering for themselves; for the successful persons they knew they could be by using the manufacturer's selling tools to market the products.



NEW PRODUCT is magnified on TV screen during demonstration so all can see.

called during the show were integrated into the theme. And our theme was carefully chosen to do two primary things: (1) to provide a vehicle for entertainment while a business story was told; and (2) to give morale of distributor-audience a real boost.

A gay nineties theme was established. Central character was Abner Purdy, a gramophone salesman whose selling methods were as antiquated as the product he sold.

We deliberately created Abner Purdy as a character with whom the distributor could identify. Likeable but laughable at the start of the show, he grew in stature and comprehension. He finished the show with a real flourish.

What Abner needed was all the things Sylvania offers its salesmen in

Sylvania audience of distributors who cheered the show are critical men. They have been exposed to many convention programs. Sylvania executives cheered the show, too, for the purpose had been to increase sales. At the end of the distributor meeting, the company wrote business far above estimated volume.

One of the most telling messages of the Sylvania show was a parody of the song, "Trouble In River City," from the musical comedy hit, "Music Man." Management wanted to convey in strong terms the troubles that can arise from improper servicing of products. To do this without pointing an accusing finger at the audience, Abner Purdy gave a pitchman's performance of "Trouble In River City." He described problems in a

mythical city where the distributor had not set up proper servicing methods.

Because this message was delivered with a spirit of well meant enthusiasm and entertainment, most serious criticism of distributors was leveled at them with deadly aim, and was received with applause and excitement rather than hurt feelings.

All types of business facts can be put across by song and dance routines during an annual business meeting. Difference between the speech and song-and-dance? Lecture by entertainment is effective because it does not hurt; because it does amuse the audience. While the same points made in a straight forward speech, if they are not to create anger, resentment or boredom, must be a masterful example of writing and delivery.

General idea of an annual sales meeting is to bring together the force of men who may represent the firm in every state or city in the nation. Once they are brought to a central point, these men are bombarded with information regarding new merchandise, sales aids and many other management policies and ideas.

► If, under such conditions of rapid learning, the atmosphere is unpleasant, it is only reasonable to assume that an unpleasant atmosphere may attach itself to the product and the company in the minds of the sales force.

From the point of view that it can alienate its men, or create feelings of hostility which lead to lessened business drive, management actually does not have the right to lecture or scold its sales force.

It is good public relations, or good psychology — call it what you like — to create an atmosphere of friendliness on the part of salesmen toward the firm. Like the relaxed, cheerful atmosphere of the golf course, where the big sale can be made without too much hard sell, the annual sales meeting can be friendly and relaxed and still make management's points in a most telling fashion.

Men who come to an annual convention or sales meeting bring with them their personal feelings and interests, just as they do for the most part, also take home their business worries. Because there is really not much separation between personal and business interests, your giving the distributor or dealer his business facts and sales campaigns in pleasant ways can only serve to enhance the good qualities of the firm and its products.

Vitally important, however, in presenting an annual sales meeting in

any form, is the factor of limited attention span. Almost every human being, it has been found, has limited periods in which knowledge can be readily absorbed and retained.

For the introduction of a line of new products, together with advertising, publicity and sales plans, at least three to four hours of speeches are needed to put over the factors that enter into the coming year's picture.

A sales force simply cannot sit through this long stretch of speech-making and still remain interested in

what is being said. Short attention span probably accounts for coffee breaks, seventh inning stretch, and other features of American life. It is operative in the sales meeting, too.

With actors, singers and dancers to present speakers and merchandise, peaks and valleys of attention are allowed for in a sales meeting. Attention to a speech will be all the stronger for having had a relaxing song precede it.

Use of actors is effective, too, when speakers prove to be of average or

less than average quality, and do not have professional skills needed to command attention.

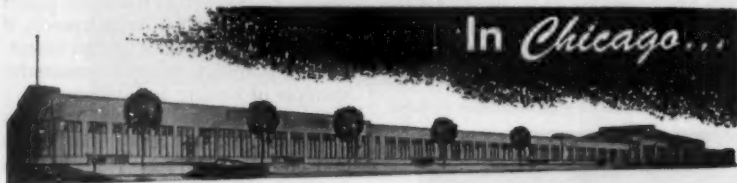
Management confidence in the live show to put over the right tone and message during a sales meeting is not limited to individual speeches, however. This confidence can extend to the entire product presentation.

In our economy, with stress on the need for newness and product change, it is important to have a big story to tell each year, in terms of product, design or service.

But there are some years when the big story does not exist; when the best speakers could not whip up sufficient enthusiasm during the company meeting, because the material is not there. This is a problem which becomes intensified at the distributor and dealer levels, since they are the men who will have to move last year's line before the new line can be sold.

To build a solid house of product movement, consider the product as representing the floor and foundation, walls as being made up of excitement which a manufacturer can generate about his product, while the ceiling is the consumer reaction to this excitement.

With or without the newness features of the product line, a live show properly produced, can generate the initial excitement and enthusiasm in the distributors. An excitement which does not dissipate. Sales force gathered together for three or four hours of spectacle will retain the image of fun generated by a good show. This is an image and feeling which can be rekindled with each glance at the product, as the distributor passes along the feeling of excitement to his dealers and in turn to the consumer. ♦



There is No Reason Why...

they like it!

Chicago Automobile Show
Chicago National Boat Show
Chicago Sportsman's and
Vacation Show
International Livestock Exposition
and Horse Show
International Kennel
Club Dog Show
International Dairy
Show and Rodeo
National Metal Exposition
International Heating and
Air-Conditioning Exposition
Republican and Democratic
National Conventions
National Packaging Exposition
Materials Handling Exposition
National Machine Tool-
Builders' Show
Road Builders' Show
and other leading
expositions



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internationally famous
SIRLOIN ROOM
"where the steak is born"

- Private dining rooms and meeting rooms
- Four Seasons and Harvest banquet rooms
- Postillion Room for private meetings
- Saddle and Sirloin Club facilities

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or Sales Meeting Should Not Be
in The Internationally Famous

International Amphitheatre

Chicago . . . the convention city . . . is the natural spot for your next meeting. The International Amphitheatre has the facilities to accommodate meetings, conventions and exhibitions of any size.

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- Parking for 7,500 Cars
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- 15 Minutes from the Loop

Direct Your Inquiries To
M. E. Thayer, General Manager

*Meetings?
Any Size*

Many Smaller Rooms
Available . . .
Adjoining Nationally
Famous Restaurants



Adjoining the Amphitheatre . . .

Stock Yard Inn

A charming atmosphere housing some of the world's most famous restaurants. Complete facilities for sales meetings, banquets and special dinners for groups of 25 to 800. It will pay you to write for literature, plots and banquet menus.

Direct Inquiries to
Mr. Robert Foss, General Manager

International Amphitheatre

42nd to 44th Streets • Chicago 9, Ill.



A CHAIR THAT FOLDS

for every
seating
need . . .



Luxurious, stylish, economical Rastetter chairs that fold are ideal for use in offices, clubs, churches, hotels, schools, hospitals, institutions . . . everywhere comfortable, durable chairs are needed. Available in 23 models with a variety of striking finishes and smart leatherettes. Fold flat and stack for compact storage. Write today for more data.



LOUIS RASTETTER & SONS CO.
1322 Wall Street • Fort Wayne, Indiana



OVER 5,000 witnessed Eagle Pencil's closed-circuit telecast. CONTROL ROOM, Danbury, Conn., where broadcast originated.

Video Tape Boon to TV Meeting

Taped sessions save costs of long-line transmission from remote areas. Taped meeting can be put on air at different times to fit availability of network and time differential between coasts.

Broadcasting's shorthand pad—video tape—is adding a new vital facet to the closed-circuit telecast. Because of its magical properties, a magic that spells out in dollars saved and new horizons opened, taped telecast comes in for increased attention from business and other sources.

Taped telecast has three standout advantages:

1. Production-wise, there is literally no spot on the globe that is out-of-bounds. Example: This summer a closed-circuit taped telecast was made under Long Island Sound waters of a phenomenon that has Island oyster men baffled—costly battle of the starfish and oyster. Completed tapes set extended study by conservationists for clues to combat the growing starfish menace.

2. Quality of big-screen closed-circuit television by way of video tape is excellent, with audiences hard put to distinguish live from taped telecast.

3. Video tape offers well nigh unlimited presentation flexibility.

First user of video tape for a closed-circuit telecast was TNT-Theatre Network Television. TNT, in early December, 1958, when there was no mobile video tape setup, broke the barrier by applying a nice touch of business lend-lease.

It arranged to dismantle a permanent video tape recording installation at Yonkers Raceway in the off season, put it on a truck, moved it to the IBM plant at Poughkeepsie, New York, where it tape-recorded a radi-

cally new bank computer system right from pilot headquarters.

The tape later was inserted as part of a closed-circuit telecast by TNT originating live from Masonic Auditorium on Nob Hill, San Francisco, to 157 cities with an audience of IBM salesmen and customer engineers. Without the magic of video tape, it would have been costly to do a live TV pickup from Poughkeepsie. (It would need three or four microwave lengths over the mountains to the nearest network origination spot—New York City.)

Another successful production was Structural Clay Products Institute closed-circuit video tape telecast, Feb. 24, 1959.

This telecast brought together architects and building trades executives in 14 American and Canadian cities

**HOLD YOUR
POW WOW
AT GULF HILLS!**



NEW! . . .
The Pow Wow Room!

NEW! . . .
Meeting Accommodations for 200!

Gulf Hills

**DUDE RANCH & COUNTRY CLUB
OCEAN SPRINGS, MISS.**

Secluded Yet Convenient

So secluded folks can't stray from meetings, yet complete facilities offer wonderful fun between meetings and after hours.

18-hole golf course, fishing, heated pool, horse-back riding, tennis, shuffleboard and other sports . . . plus wonderful meals . . . all included in one low rate, \$12 to \$16 per person.

Write or phone for complete information on **BUSINESS MEETING FACILITIES**

Dick and Gladys Waters, Proprietors
Ralph G. Dazel, General Manager

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SUCCESSFUL MEETINGS
call for


Ponte Vedra

**PONTE VEDRA BEACH
FLORIDA**

Directly on the Atlantic just 25 miles from Jacksonville with through train and plane service from all points.

Four meeting rooms accommodating up to 125. All guest and function rooms air-conditioned. Championship golf course at door, tennis, private beach, fresh water pool, pitch and putt golf, fresh and salt water fishing.

National and regional associations and companies find Ponte Vedra "tops" for meetings from September through February and from May 1st to June 15th. Write for details. Address Luther N. Grimes, Gen. Mgr., Ponte Vedra Club, Ponte Vedra Beach, Fla.
Call ATwater 5-2121



Florida's Foremost
Four Season Resort

in an educational seminar on architectural esthetics and materials for modern design. It originated live from a New York City studio from 4 to 5 p.m. and was video-taped. It was then played back to an additional network of cities from 8 to 9 p.m. (four hours later). This enabled a wider audience to attend due to more convenient network time.

Other recent video-tape assignments:

- introduction of new IBM electric typewriter to salesmen across the country—video-taping done in advance of telecast at a TV studio to make sure all functioning parts were properly highlighted.

- National Machine Accountants Assn. annual convention at St. Louis, June 24-25, where TNT taped in advance all remote segments, including:

(1) Remote television pickup from United States Air Force Aeronautical Chart & Information Center, St. Louis, Mo., of Burroughs Datatron 220.

(2) Remote television pickup from Monsanto Chemical Company at St. Louis, Mo., of IBM 702-5.

(3) Remote television pickup from Michigan Blue Cross-Blue Shield at Detroit, Mich., of Minneapolis-Honeywell Datamatic 1000.

In all cases video tape sliced costs and made available a record that could be played back on a flexible schedule on TNT's big-screen TV projector at the convention hall. Typical of comments was that of a Minneapolis-Honeywell observer: "The Datamatic 1000 was handled beautifully—a clarity, definition and drama came through on the big screen that had the entire audience engrossed as one."

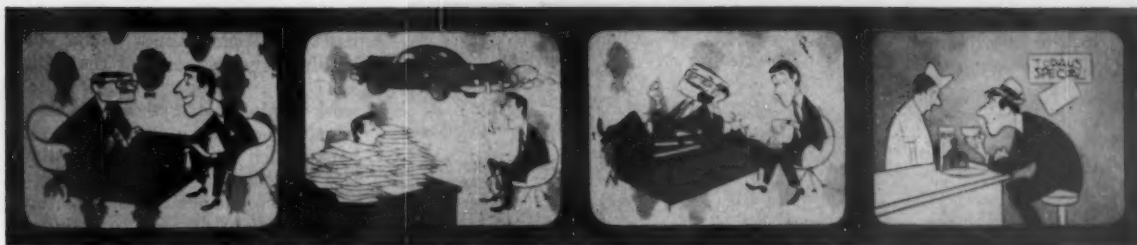
On TNT's Eagle Pencil closed-circuit telecast of Feb. 5, 1959, a video tape recording was made of the live pickup from the Eagle plant at Danbury, Conn. Flown to the West Coast, it was played back five days later to a regional network. Tape in this instance was less expensive than purchase of coast-to-coast live lines, but more importantly, it allowed time for some Eagle top management to be on the spot to follow up sales orders.

No small factor in the future growth potential of closed-circuit medium is the golden ribbon of video tape, says Nathan Halper, TNT president. ♦



"Next time I'll make the reservations."

SALES MEETINGS/Part II SALES MANAGEMENT



EACH month has about 20 PAPERWORK, service calls, etc. IF SALESMAN sees three buy- THAT TAKES more than early working days. Half of each take up the rest. That leaves ing influences for prospect, rising and quick breakfasts. day is devoted to selling. just 80 selling hours a month. he has 16 minutes with each. Salesman must multiply self.

ABP Adds Companion Film to "How to Multiply Yourself"

New film directed to ad agencies to show special values of advertising in business press. First film, directed to salesmen, has had great success. Explains how advertising helps them.

Year-old film that spells out relationship between salesmen and advertising in business publications has had so much success, a new film is out. This one is aimed toward advertising agencies instead of salesmen.

Both were produced for The Associated Business Publications,* New York City, by G. M. Basford Co. and Academy Pictures, Inc.

"How to Multiply Yourself" is a color, 16-minute, 35-mm strip film — now one-year old. It makes a nucleus for an informative and interesting meeting any company can put on for its salesmen — at little or no expense.

Film demonstrates how a company's advertising helps the salesman sell. It explains that advertising is a salesman's teammate. Advertising paves the way for personal sales calls. It flushes out new prospects. And it does a continuous, effective selling job on hidden buying influences.

Simplified version of the film goes like this: One hundred years ago a peddler couldn't make many calls in one day. Farms, homes and towns

were far apart. He had to travel miles between each call. And often, when he arrived, he didn't make a sale.

Then some enterprising peddler came up with an idea. He announced in the local paper that his wagon would be parked behind the courthouse on Saturday. Anyone who needed merchandise could come.

That day he sold more goods than he had sold in a week of driving from one farmhouse to another. He learned "how to multiply himself." He discovered advertising and how it multiplies his effectiveness as a salesman. He could now make more sales — in less time — with less work.

Film also points out recent survey of the 408 members of Retail Advisory Council, Brand Name Foundation, which turned up these facts: About 96% say they read advertisements in their trade papers. Four out of five say ads help them to make business decisions.

This is all well and good. But advertising doesn't take the place of salesmen, says film. No matter what he is selling, he still has to have face-to-face contact with the customer. He still must make calls to make sales.

As the film emphasizes, "You in your person-to-person selling are still the cleanup hitter. But advertising can fill the bases for you. Advertising

can make your hits score more runs."

Film goes into deeper detail. It tells ways advertising multiplies salesman's effectiveness: It promotes new uses for old products; keeps product sold by reassuring buyer of its advantages, etc. Film tells who and how many in companies make buying decisions. It tells who reads advertisements. And it gives actual case histories.

Associated Business Publications has had an interesting success story with the film. It's been available for only a year. But it has been shown over 400 times to sales groups. And a large number of corporations have purchased it for continued use in sales training programs.

"Most astounding success of the strip does not result from the fact that we produced a great visual presentation," says H. H. Morse, ABP staff vice-president. "It stems from the fact that there is still a great need for training materials which spell out the relationship of advertising to sales."

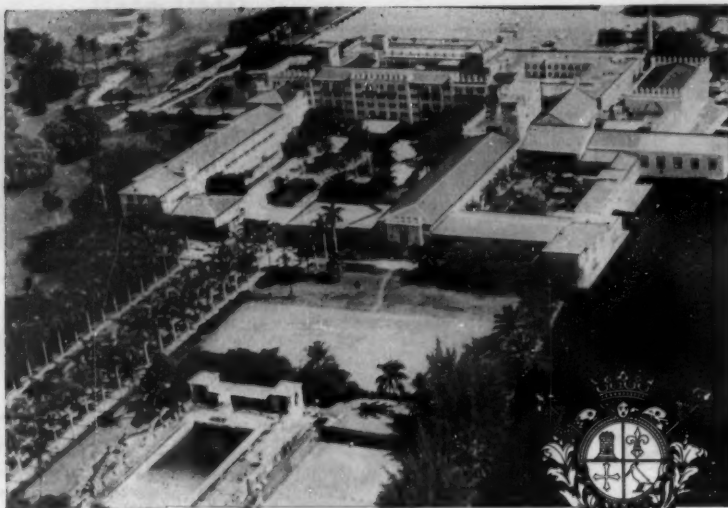
Second film, "Ad-Ventures," sells agencies on advertising in business publications. It's a 16-mm color motion picture. Film depicts the role of the business press as a communications medium. It illustrates its use as an advertising medium. And it shows results obtainable from a business-paper "Ad-Venture."

Here are excerpts from the film which tell its story:

"Many businesses and many businessmen all with one great need in common — need for knowledge — special knowledge about their special areas. And they're getting this know-how from America's business publications.

"... Business publications help make things happen, and they always have. ... A few years ago the Bell Laboratories was trying to improve its long distance service — and came up with the transistor. It didn't take long for editors of technical publica-

* The Associated Business Publications is a group of paid circulation, ABC-audited business publications. Group cooperates to improve service of business papers to readers. It helps advertisers to use the business press more effectively.



They'll never want to leave
Florida's most complete convention resort

Boca Raton HOTEL and CLUB

Boca Raton Hotel and Club is the convention manager's dream, for it provides excellent accommodations for groups up to 700 and is so complete that nobody wants to leave the premises.

MEETING ROOMS of every size, exhibit facilities, huge stage and screen, public-address equipment, projectors, air conditioning, expert convention staff... all you need for efficiency and comfort while conducting your business meetings.

CHAMPIONSHIP GOLF — Sam Snead is your winter host pro at our beautiful 18 hole golf course. A pitch 'n putt course is a favorite too, along with our new tennis courts, two olympic swimming pools, Cabana Club and mile-long private beach. Gulf Stream fishing is but minutes away.

SUPREME CUISINE in our beautifully appointed dining rooms, with dancing and entertainment nightly, makes off-premises attractions unattractive by comparison. Limousine pick-up service from Palm Beach, Ft. Lauderdale and Miami airports easily arranged.

For available dates: I. N. Parrish, Convention Manager, Dept. 21

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Arrida Hotels, Inc., Stuart L. Moore, Vice President and Managing Director

National Representative: **ROBERT F. WARNER, Inc.**

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DETROIT
OFFERS YOUR

CONVENTION or TRADE SHOW

THE WORLD'S BEST
FACILITIES!

Over 9 acres of almost totally unobstructed space will be ready for your convention, exposition or trade show in Detroit's Cobo Hall in 1960. No better facilities exist anywhere. Ask about our Cobo Hall package of services: it will solve all your equipment and labor problems.

EQUIPMENT FOR ANY SIZE SHOW

- FURNITURE
- DECORATIONS
- STORAGE
- CLEANING
- BOOTH EQUIPMENT
- DISPLAY ERECTION
- LABOR CONTRACTING
- DISPLAY BUILDING

FACILITIES in Detroit, Philadelphia, Chicago, New York, Atlantic City and Cleveland
Supplying Equipment For The Nation's Largest Trade Shows and Conventions Since 1933.

NATIONAL EXPOSITION SERVICE
INCORPORATED

1601 W. LAFAYETTE BLVD.
DETROIT 16, MICHIGAN

WO. 1-9044

tions to see that this electronic midget had giant potentialities — and they boldly suggested some of them. Result? . . . Transistors soon went to work in almost everything electronic. Alert reporting in businesspapers helped each new application to stimulate still another.

"Today's business press is the only major medium devoted to communication of work-knowledge to businessmen. In this fact lies a tremendous opportunity for other businessmen. For advertisers, who have products and services to sell, businesspapers are a direct channel to the business executives who make and influence buying decisions.

" . . . An ad program strong enough to stir excitement is within pocket-book reach of just about every advertiser — because businesspapers serve specialized audiences. Their circulations are compact and their rates proportionately modest. . . . Nothing interests the businessman more than his livelihood and his future. Talking to him — selling him — through the advertising pages of the business press is a proven way to a world of sales excitement—a world of Ad-Ventures."

Film goes into more detail. It tells what makes a good ad. It gives more examples of how the business press makes things happen, etc.

Film has no success story yet because it's brand new. It recently had a safari or premier showing in five important advertising centers from Sept. 14 to 18 — Chicago, Detroit, Cleveland, Pittsburgh and New York. It was shown from 4:30 p.m. to 6 p.m. in each city for ABP members and their advertiser and agency guests. Cocktails followed.

Audience reactions at the premier indicate that the film will be successful. ABP intends to use it in personal showings to company and agency staffs, says Morse.

"How to Multiply Yourself" — the film aimed at salesmen — may be obtained on a loan basis from Associated Business Publications, 205 East 42nd St., New York 17, N. Y. Copies are sold at \$12 per set. Film story is contained in an illustrated booklet and bulk copies may be obtained for distribution at showings. ♦

Coming November 20
CONVENTION
FACILITIES
ISSUE

Miami Beach's most celebrated Convention World... *Eden Roc* hotel, cabana & yacht club

ALL THIS IS YOURS... FOR A PERFECT CONVENTION!

- 14 meeting rooms or combinations... to seat any size meeting from 24 to 1600!
- Monitored air-conditioning • Modern lighting and sound equipment
- Outstanding cuisine... served from an ultra-modern kitchen, strategically placed to serve every banquet with maximum expediency
- Underground parking garage • Yacht anchorage on protected Indian Creek
- 30,000 square feet of drive-in exhibit space at reasonable rates

ALL THIS—PLUS!

- Olympic pool and private ocean beach
- Over a hundred luxury cabanas with individual bathrooms
- Magnificent covered outdoor pavilion for dining and dancing, outdoor meetings
- Three delightfully different dining rooms to suit your every mood
- Informal gaiety and dancing in Harry's American Bar—Garden Cafe
- Fabulous entertainment nightly in the unparalleled Cafe Pompeii

BILL POLLARD, Director of Sales
JEAN S. SUITS, Managing Director

SEND FOR COMPLETE CONVENTION BROCHURE

... blueprinting complete plans and details

New York: PLaza 1-3460
Chicago: WHitehall 4-7568
Los Angeles: DUUnkirk 8-1151
St. Louis: GArdfield 1-4081



MONA LISA ROOM—comfortably accommodating banquets to 500

POMPEIAN ROOM—seating 1200 at banquets, 1600 at meetings

30,000 square feet of
DRIVE-IN EXHIBIT SPACE
at reasonable rates

OCEANFRONT
45th to 47th STREETS
MIAMI BEACH, FLORIDA



THE Cavalier

Convention Paradise on the Virginia Shore

Beyond compare for complete recreational and convention facilities, The Cavalier is one of the foremost convention choices this side of the Mississippi. Tailored for every type meeting of groups from 50 to 400. 250 acre seashore—country estate with Beach and Cabana Club, Yacht and Country Club. Championship golf course, 3 pools. Har-Tru Tennis Courts. Top Bands. Entertainment. Open the year around.

10% Air-conditioned
& Fireproof

VIRGINIA BEACH
VIRGINIA



UNDER DIRECTION OF SIDNEY BANKS

new choice in Florida...



Lago Mar
FORT LAUDERDALE

For the first time this exclusive hotel will be available to convening groups (up to 300). Complete convention facilities will have been completed by its opening December 1st, including meeting and conference rooms, banquet room, auditorium and a new wing of deluxe bedrooms.

600 Feet of Private Beach
Har-Tru Tennis Courts • 2 Pools
Pitch & Putt Course • Entertainment

Write Tom Walden, Resident Mgr. Lago Mar



MISS KELLY GIRL sums up things Kelly girls want in indoctrination procedures.



TOM GRAHAM, v-p sales for Kelly, drives home points of training plan.

No Routine Exposure Of Needed Program

Although managers had been clamoring for a thorough training program, it wasn't shown to them in an ordinary way. To put enthusiasm behind it, meeting launched it with military parade, police escort with mayor and longest telegram ever transmitted.

Kelly Girl Service deals only in office services, so you wouldn't expect much saavy from them in the packaging field. But when a new program was ready for release to district managers, Kelly packaged it with all the finesse of a P.O.P. specialist.

Point of Purchase: Biloxi's swank Buena Vista Hotel.

Program: A comprehensive, standardized indoctrination program for Kelly Girls.

"Prospects": 97 branch managers of the Kelly Girl Service, temporary office help business.

With a complete, professionally-produced training program all developed to meet a need long felt and loudly expressed by the managers, a less-enterprising organization might have relied on routine exposure and demonstration to arouse enthusiasm in the field. But not promotion-wise Kelly. Executives knew they had a gold-plated program that called for a

glittering curtain pull. "Just another meeting" would not do.

► Answer was a mile-long telegram, military parade and pretty girl. With the help of the show people of The Jam Handy Organization, Detroit, New York, Chicago and Hollywood, here is how Kelly blended these elements into its annual meeting at Biloxi:

During opening remarks at the first business session there was a "what's going on?" commotion at the rear of the meeting room and somebody burst in and charged to the podium.

It was a bellhop who bullied his way to the front, message-to-Garcia style, and announced that he had an urgent telegram. The telegram, in fact, trailed behind the messenger all the way down the aisle and out through a distant door. It weighed 15 pounds, longest ever transmitted in the memory of those present.

The wire was signed by the 50,000 Kelly Girls who are serving business and industry across the nation. It read:

**BEST WISHES FOR SUCCESSFUL
SECOND ANNUAL NATIONAL
CONFERENCE STOP KNOW YOU
WANT ALL VIEWPOINTS
REPRESENTED STOP CONSIDERING
HAVING A REPRESENTATIVE
JOIN YOU STOP SHE MAY
ARRIVE TODAY STOP**

There was no explanation for the curious branch managers until late in the day when Ardis Keneally, of the Kelly Girls Service national ads, arrived with proper fanfare. She was met at the airport and rode with Biloxi's mayor behind a police escort. At a pre-arranged rendezvous they were joined by a military band and drill team. With six lanes of traffic closed along Gulf Drive, the procession moved to the hotel. A banner on the Cadillac convertible told everybody, including curious tourists, what was up. "Miss Kelly Girl" had arrived.

Pictures and interviews for the press, radio and TV followed on the veranda of the hotel. Miss Kelly Girl bowed and presented to the Mayor of Biloxi a plaque from the Mayor of Detroit and then joined the group for an evening of fun at the hotel and a cruise on the Gulf.

When the morning meeting opened next day, Miss Kelly Girl appeared to be only another conferee. But when Kelly's Executive V-P J. J. Brandt announced the first item on the agenda, she asked for the floor to speak on behalf of all Kelly Girls.

Sticking to the topic, "Recruiting



**50,000
~~40,000~~ SQUARE FEET
OF AIR-CONDITIONED
EXHIBIT SPACE!**

**ALL ROOMS AND SUITES
AIR-CONDITIONED TOO!**

**PUT ALL YOUR
EXHIBITS ON
FLOOR**

The Sherman has *added* 10,000 square feet to its already large convention exhibit space. The total is now 50,000 square feet . . . all on one floor and all air-conditioned. No time lost racing around town . . . no stair climbing . . . no crowding into elevators. But single-floor convenience isn't all. The Sherman also offers 27 air-conditioned meeting rooms accommodating 10 to 2,000, plus exceptional banquet facilities for functions of any size.

**PUT ALL YOUR
PEOPLE UNDER**

ROOF

- 1,501 redecorated rooms,
- Radio in every room—TV in many.
- World-famous restaurants: The Porterhouse, offering wonderful steaks—Well of the Sea, seafood flown fresh daily from the principal rivers, lakes, and oceans of the world. And for exceptional food at considerate prices, the smart Celtic Grill and Cocktail Corner are long-time favorites of both Chicagoans and visitors. The Coffee Shop and the Snack Bar provide excellent meals quickly.
- The Sherman is in the heart of Chicago's shopping, theatre, and financial district.
- Drive-right-in convenience—the only hotel in Chicago with on-premise garage facilities. No waiting for busy doormen when you arrive . . . no waiting for delivery when you leave.



Danny Amico, Vice President and Director of Sales, backed by highly qualified staff, is on hand day and night to attend to all your convention requirements. For help in planning your next convention, phone, wire or write Danny.

**THE
SHERMAN**
Chicago's Most Convenient Hotel
COMPLETELY AIR-CONDITIONED



Randolph, Clark and LaSalle Streets • Telephone: FRanklin 2-2100 • Teletype: CG 1387

**THE NEWEST
PRESTIGE MEETING SPOT
OF
FLORIDA'S WEST COAST!**

Colonial Inn

and the Desert Ranch

6300 Gulf Blvd.

St. Petersburg Beach, Fla.

Over 300

air-conditioned twin-bedded rooms

IDEAL FOR WORK OR PLAY

Meeting rooms for up to 600
... all completely air conditioned ... tastefully furnished rooms ... efficiencies
... suites ... delightful meals
... planned social activities
... two cocktail lounges ...
tropical patios ... huge
private beach ... three
swimming pools ... three
golf courses nearby ... fishing ... swimming ... putting
green ... baseball ... jai alai ... horse and dog racing (winter season).

For information contact
phone 22-1011 St. Petersburg

**A WHOLE CONVENTION TOWN
for 50 to 800 under one roof**

EASY TO PLAN

Resident Convention Manager
Series Assembly Rooms
Public Address Systems
Committee Rooms
Banquet Hall—Ballroom
Exhibit Areas
Roof Garden Suite
Private Reception Suites
Spacious Bedrooms
24-hour Room Service
Barber Shop • Health Baths

FUN FOR WIVES

Special Programs
Luncheon Parties
Card Parties
Fashion Shows
Couturier Shops
Sundecks • Buffets
Lobby Concerts
Beauty Salon
Luxury Service
Nightly Dancing

Write for free Convention Organizing
Folio—Coordinating folio for General
Chairman—separate folio to guide
each special chairman

HOTEL DENNIS

Boardwalk at Michigan Avenue
Atlantic City
Atlantic City 4-8111
John Leishman,
Convention Mgr.



MISS KELLY GIRL rides in state behind a band and drill team accompanied by Mayor Laz Quave. She presented him with a plaque from Detroit's mayor.



PICTURES AND INTERVIEWS for the press, radio and TV followed on the hotel's veranda after her arrival. She then joined the group for an evening of fun.

and Indoctrination of Kelly Girls," she delivered a dramatic monologue to sum up everything Kelly Girls desire in a well-planned recruiting and indoctrination procedure.

In a carefully written and rehearsed plea, the whole program was outlined from the perspective of the new employee—and Kelly Girl branch managers and branch counselors. Need for such a program now brought into sharp focus, Brandt, with an assist from Norman Jackson, Detroit branch

manager, disclosed the entire packaged program.

To give a realistic demonstration of all the materials, Jackson actually "indoctrinated" Miss Kelly Girl on the stage. Pay-off came when Brandt asked her if this is the program all Kelly Girls want.

Branch managers almost beat her to the draw in vociferous approval of a new program that is off to a good start after its professional launching at Biloxi. ♦

Chicago's Most Exclusive Hotel...



Now offers complete facilities for business meetings

New Guildhall Ballroom Wide Range of Function Rooms Latest Equipment

The Hotels Ambassador now offer red-carpet treatment plus the most extensive facilities available, for your next business meeting. With a complete array of rooms, starring the magnificent new Guildhall Ballroom, accommodations are available for luncheon and dinner functions seating 6 to 600. Why not combine the finest in location, service, prestige and facilities (see listing) when you hold your next function. Let the Hotels Ambassador give your meeting an entirely new look, a new feeling of success at Chicago's very best address!

- All the very latest lighting and special-effects equipment
- exhibition facilities • closed circuit television • visual aids and projection facilities • completely air-conditioned
- comfortable seating throughout • parking by doorman service • Dictograph service available without charge •

Choose Your Function Room at the Hotels Ambassador

	Dinner Capacity	Reception Capacity	Meeting Capacity
GUILDHALL	600	1800	900
FOUR GEORGES	300	700	400
GEORGE I	150	300	200
GEORGE II & GEORGE III	150	300	150
THE CIRCUS	25	40	35
GAINSBOROUGH ROOM	25	40	30
CHIPPENDALE ROOM	90	150	120
THE BATH	50	75	65
SARAH SIDDONS WALK	200	250	250
JOSHUA REYNOLDS	125	200	100

For full information contact Catering or Sales Departments

HOTELS

Ambassador

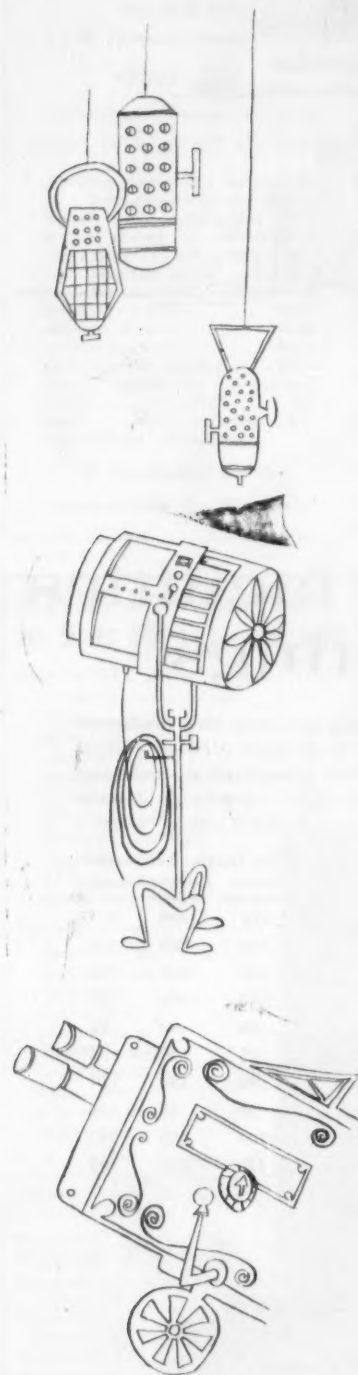
Home of the Fabulous Pump Room

NORTH STATE AT GOETHE • CHICAGO • ILLINOIS • SUperior 7-7200

SEPTEMBER 18, 1959

How Much Do You Know About Movie Making?

Test your knowledge of terms as used by professional film producer. This is pure fun.



Do you know the difference between a producer and a director? Producer is the guy you should argue with; director is the guy only the producer is allowed to argue with.

These and other accurate—and often funny—definitions turn up in a booklet produced by the Paul Garrison Organization, film producers, Los Angeles. Called "Let's Communicate," this booklet promotes the services of Garrison Organization. It offers a glossary (among other interesting facts) of film terms.

Here are some gems:

Idea: Usually something the client has which the producer tries to make him forget, so that he can get started with a workmanlike . . .

Outline: Of from one to five pages, explaining what the picture is all about, its dramatic structure and general story-line.

Treatment: Consists of about five times as many pages, telling the story as if the writer were describing the already completed picture, like for instance: ". . . and then the camera moves through the door into the bedroom. The light comes on and Jane, quickly pulling covers over the crew-cut head of Harold, blinks her eyes, exclaiming, "Ooo! Don't you ever knock?" (Hypothetical situation.)

Shooting Script, Script Scenario: The final written document giving all scene and camera directions and including all dialogue, sound-effects, narration, etc.

First Revised Script: The same after you've read it.

Second Revised Script: The same after your wife has read it.

Third Revised Script: The same after your Board of Directors has read it. In most cases this should now be tossed into the nearest waste-paper basket.

Third Revised Script, Revised: Usually the same or pretty nearly the same as shooting script/script/scenario and if you want a good picture, this is what you should approve.

Soundstage: Where we shoot your picture.

Location: Where we shoot your picture when you can't afford a soundstage.

Camera Crew: A group of men, half of whom appear to be doing nothing most of the time. (But they're very necessary.)

Director of Photography: A man who never touches the camera, and who appears determined to make you go into overtime. (This is not actually so.)

Sound Crew: A camera crew with ears.

Double System: Using separate picture film and sound track.

Single System: Forget it.

Sync Sound: Sound in synchronization with the picture, like actors who talk.

Voice Over: Silent footage, like actors who don't talk, but with a narrator who appears to talk all the time.

Sound Speed: 24 frames per second.

Silent Speed: Forget it.

Baby: A small spotlight (500 to 750 Watt).

Inky-Dink: A very small spotlight.

Junior: A medium spotlight (usually 2000 Watts).

Senior: A big spotlight (usually 5000 Watts).

Arc: A very big spotlight using carbon arcs.

Blimp: Camera cover to absorb camera noise.

Broad: A flood light (not the lead-in lady).

Gaffer: Chief electrician.

Producer: The guy you should argue with.

Director: The guy only the producer is allowed to argue with.

Writer: The guy who did what you knew couldn't be done; he learned all the pertinent facts about your busi-

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ness in a few weeks or days. That's why you're better off to let us pick your writer. It's a stock-in-trade of a good industrial motion picture writer to absorb the client's story quickly and to translate it into motion picture terms without unnecessary frills. It's our stock-in-trade to be able to provide the right writer for your job.

Rear Projection: If you can afford it, we'll be glad to tell you all about it.

Process Shot: See Rear Projection.

Slate: A type of small blackboard

equipped with a clap-stick which is held in front of the actor's nose at the beginning of each scene, not to make him nervous, but to identify the scene and to establish sync on both picture and track.

Viewer: The camera viewer which looks as if you should be looking through it from the wrong end.

Editor: Cutter.

Cutter: Editor.

Cutting Room: A place for you to stay out of. (When you see all that film on the floor, you're likely to want

to blow your brains out.)

Dressing Room: A place to stay out of, period.

Dissolve: One scene dissolves into another, usually denoting a time lapse.

Wipe: One scene wipes the other off the screen. There are hundreds of different types of wipes.

Fade-in: A scene fades in from black.

Fade-Out: A scene fades out into black. ♦

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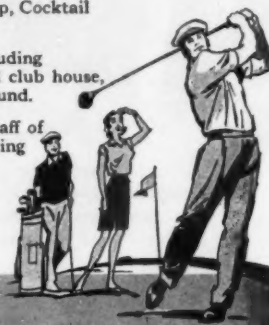
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AS MANY AS 20,000 crowd onto New York Coliseum's four floors an hour.

How Electronics Men Track Down Show Visitors

IRE uses electronics devices to process registration data. It turns out list of visitors twice a day during show; tabulates data on over 60,000 visitors, publishes results for exhibitors.

By FRANK MacALOON

Research Director, Institute of Radio Engineers Convention

Institute of Radio Engineers practices what it preaches when it stages its annual exhibition of electronics equipment. It uses the modern devices on display to tabulate names of its thousands of visitors and to track them down to their hotels within hours of registration.

More than 70 hotels house the flood of visitors, and as many as 20,000 people may crowd onto the four floors of New York Coliseum at any given hour. Hence, communication between individual participants depends to a great extent upon electronic devices that make possible, twice daily, our posting updated alphabetical lists of names, companies and hotels of all those registered.

Last year total attendance reached 54,333 and in 1959 it hit 60,052. Job is tremendous to tabulate and collate this many names, with all pertinent information on every individual. Without the work performed by punch card systems, electronic computers and sequencing machines, analysis would be almost an impossibility. If conventional methods were used, the time and army of clerks and trained analysts needed, would completely nullify immediate and practical effects of this service.

Well in advance of the show, approximately 160,000 specially printed punch cards are prepared for expected registrants. On each card there is a space for the individual's

name, company, company address and hotel at which he will be staying. There are also two groups of check-off boxes. When properly marked they serve via mechanical processing, to analyze the exact occupation of the individual, and his specific branch of electronics and communications industry. About one month before the show, IRE mails one of these comprehensive cardforms to every one of its members. Remainder is kept for distribution at the show.

At the Coliseum, a staff of about 30 women is on hand to present cards, supervise filling them out and to answer questions. Completed cards, including those returned by IRE members, are collected and turned into the management office. From there they are shuttled to a service bureau for processing.

The bureau, with its intricate machinery, is hired by IRE for the duration of the show. Here, twice a day, thousands of cards are digested by electronic equipment that automatically punches and sorts them, and prints a complete, fully alphabetized list of all those registered to date. This list is then brought to the Coliseum, where it is posted twice daily, once at nine in the morning and again at four in the afternoon.

Although this listing does not contain all information processed, it does include each registrant's name, his firm and hotel, so that he may be contacted quickly and easily by prospects, buyers and other colleagues. Huge crowds present during every moment of the day make it nearly impossible for participants to meet with one another without this speedy and practical service, unless of course, an appointment had been prearranged.

► End of the four-day exhibition does not put an end to the compiling and tabulating of data. A final list is run off on a special machine. It perforates cards in sensitive positions, which have been marked with electro-pencils. This punching process is accomplished without a machine operator, yet the job title of each person, his method of admission, and location of his place of employment is quickly tabulated. The few hours of fully automatic labor that this complicated process requires accelerate analysis procedure by weeks.

After completion of this phase, thousands of cards are again sorted and organized automatically, according to firm name. Once more every bit of relative information is punched in a pre-determined position for mechanical handling. Master cards, which have been prepared before-



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HERE'S one device used to compile data.
It sorts coded cards for tabulations.

hand, are then inserted in front of the names of all organizations represented at the show. Finally, master cards have an industry code affixed to them to indicate the particular branch of the industry in which the firm is engaged. For example, "A" for manufacturer, "F" for distributor or "C" for communications companies.

Vital last step, after the final organizing and coding, is to run off a master list. Within the list a complete analysis of the industry by occupation—specific jobs—is made on all registrants, and a similar list is made for IRE members. This list comprises the greatest bulk of the complex analysis.

End result is a giant registration study, which, despite its size, is simply presented and easy to read. It furnishes a break-down of salient information which serves as an aid to exhibitors, buyers, producers, prospects and to the IRE itself. For instance, a chart of "Show Attendance by Industry and Occupation" indicates how well each segment of the industry is represented, and if the show is a suitable place for a manufacturer to exhibit his products.

Attendance figures are given categorically, as they are in all of the tables. For the person who wants to know how well his region of the country is represented, or which area is an appropriate market, "Geographic Locations" are also broken down. Although the show is primarily national in appeal, there are representatives from almost every major country in the world who attend every year.

Full master list includes the firm name and its branch of industry and names of all employees who represent it. It also contains information on each individual's position in the company, and exactly how he entered the show (whether as an IRE member, non-member, exhibitor, etc.). Nothing could be of more value to following up inquiries received, and to determine the effectiveness and interest generated by a specific exhibit. Master list makes it easy to contact prospective buyers or even other pro-

ducers. At the same time, it precludes sending sales promotion or making contacts in companies obviously not in the proper market.

It would be virtually impossible to analyze so large an audience as the IRE Show has every year—to say nothing of providing the up-to-the hour list of registrants without the latest electronic components and systems. In fact, it has been estimated that it would require at least an entire year to accomplish the feat by manual means. ♦

Stunt to Get Acquainted

Here's a stunt for an employee social affair that does three things:

1. Gets employees' families to meet each other.
2. Familiarizes everyone with the company's line of products.
3. Gets across a company message.

Geo. D. Roper Corp., Rockford, Ill., gas range manufacturer, decided to throw a picnic for employees. Company officials wanted something that would accomplish those three things. Ray L. Armstrong, safety director who headed picnic activities, came up with this:

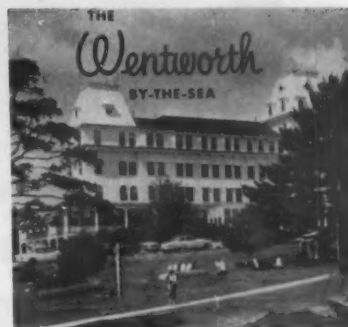
Two couples and a single employee assume secret identities of "Mr. and Mrs. Tem-Trol," "Mr. and Mrs. Roast-O-Grill" and "Mr. Rotary Pump." First two refer to features and models of Roper ranges; third refers to pumps

which Roper also manufactures.

Picnickers are invited to roam among their fellow-guests. Object is to see who would be first to identify all five mystery visitors.

Armstrong arranged for the mystery personnel to vacate the premises for a half hour. This left 3,000 men, women and children inquiring of each other whether they were mystery guests or not. "This," Armstrong says, "at least got a lot of folks speaking to each other. Most had never met before."

When mystery guests return, at least another half hour is consumed in questioning before they are tagged. (Most difficult discovery was Walt Zwiger, sales department, who was "Mr. Rotary Pump." He served as master-of-ceremonies and in that capacity explained the rules to the picnickers.



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Cadillac Adds More Technical Talk

Dealers want engineering data along with "purposeful entertainment." Tech talk put smack in the middle of show. Dealers see presentation in 10 cities; Detroit has three full performances.

Big switch came about in industrial theater this year. At least in Cadillac Division, General Motors Corp.

Cadillac for years has relied on purposeful entertainment to introduce its new car to dealers. It did this year, too. Company put on an original musical called "The Golden Wheel" which stars the 1960 Cadillac.

But dealers asked for more. They

wanted the straight facts. So this year Cadillac added an extra feature — its chief engineer, Fred Arnold. He gave an illustrated but rather technical talk on the engineering features of the 1960 Cadillac. And not at the beginning or end of the elegant show but smack in the middle.

Dealers loved it. They didn't come to the meeting for entertainment

alone. They came to learn.

Some years ago Arnold talked on engineering features of new cars. But that went out when purposeful entertainment came in — engineering features were incorporated into the script. Last year, dealers asked for Arnold's return.

So Cadillac has seen a complete reverse in its industrial shows. They



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were first documentary. Then facts were jazzed up with entertainment.

Now the trend is toward documentary again.

"The Golden Wheel" is produced for Cadillac by TelePrompTer Corp., New York City. It's a small show compared with others in the automotive industry. But it's elegant. And it's professional in every sense of the word.

It isn't a hard-sell production. It doesn't tell dealers to "get out there and sell" as many automotive shows do. Instead, show stresses image Cad-

illac has built over the years — car of the elite, the epitomy of all possessions.

Cadillac's vice-president and general manager, James Roach, opens the show. He tells of Cadillac's sales success over the past year and what the company hopes to achieve in 1960. And he gives Cadillac's advertising program for the year ahead.

Here's how the show's theme goes: It centers around an annual charity ball and preview of the new Cadillac. Show takes place in the town of Hamden.

Ball and the preview are the biggest social affairs of the year. Same people get invited to both. Millicent Hartley Kendall, an attractive matron with an authoritative voice and Hamden's undisputed social leader, is head of the ball. Her brother, Harrison Hartley, is Hamden's Cadillac dealer. He's responsible for the preview.

Harrison's main gripe is that his sister rides around in a '49 Cadillac. As Millicent says, "It just kills my brother to see me around town in my '49, doesn't it? Actually, I'm doing him a favor. He's advertising Cadillac durability. I'm proving it."

Then comes the catastrophe. It's discovered that the ball and preview have been scheduled for the same evening. Harrison, of course, says his sister did it on purpose — to get back at him for remarking over the radio once that she was "born with a silver foot in her mouth."

Roger Bascomb comes up with a solution. He's a recent and humorous alumnus of Harvard Grad School — class of '59 — major in business, specializing in personnel evaluation. He is also business manager of the ball. Roger offers his solution to Harrison if Harrison will listen to his theories on personnel evaluation. Harrison doesn't believe in this sort of nonsense but agrees to listen.

After Roger puts Harrison through a battery of tests (not too successfully from Roger's point of view), a solution comes out. Why not preview the new Cadillac at the ball? Harrison likes the idea. So does Millicent. But she makes Harrison promise not to turn the ball into a "commercial affair."

Plans are made. Invitations go out. Programs are printed. All arrangements are set. Millicent then decides that Harrison has commercialized the affair. Everything has the Cadillac theme — even the menu. Under appetizers it says, Oysters Sedan de Ville, Cherries Fleetwood, etc.

So Millicent decides to run the ball herself — no Cadillac. But all of a sudden ticket cancellations come in, sales start to fall. No one wants to come to the ball unless the Cadillac will be there. Millicent doesn't have any choice. She tells her brother she has reconsidered. She wants the preview at the ball. Harrison makes her promise to turn in her '49 and to say "please" before he agrees, though.

► Highlight of the ball is, of course, the preview of the '60 Cadillac. Curtain is open but stage is in total darkness. Then car's headlights and red tail lights start to blink on and off. Car begins to revolve. All of a sudden lights come up, music starts to

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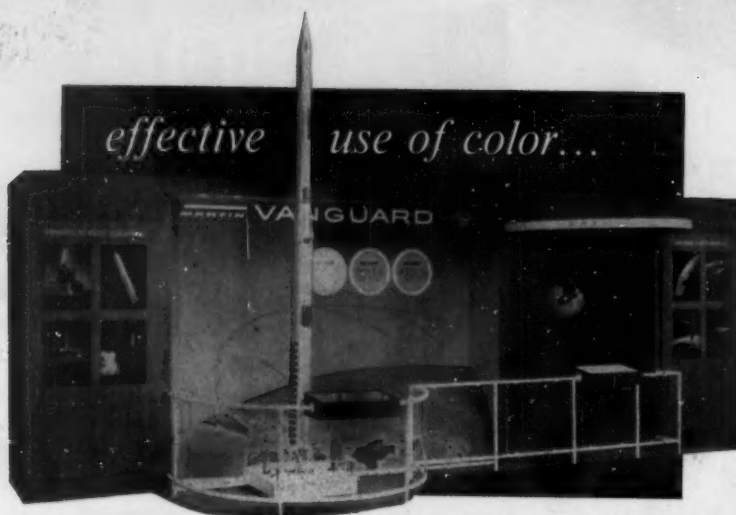


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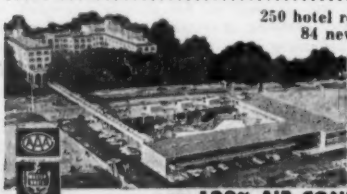
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play and the Cadillac is shown in full. It continues to revolve for about two minutes amid thunderous applause.

When applause dies down, Ann Amouri, one of the show's stars, goes over features of the car. Remainder of the '60 line is shown by slides narrated by Miss Amouri. Theme is "An Era of Elegance." Rear projectors are used — while one slide dims another comes up.

After the slides are shown, cast comes back on stage for finale. Then dealers go to cocktails and lunch. Lastly, they are taken to see several actual models of the new car.

High secrecy with cars is important to Cadillac because they won't be introduced to the public until October. When cars are displayed every door is carefully guarded. Only authorized persons are permitted to enter. Miss Amouri could not rehearse with the slides until two days before opening.

► Show was presented in 10 cities. It was given three times in Detroit — once for suppliers, once for distributors and once for dealers. It was presented to dealers only, in other cities — Chicago, Boston, Atlanta, New York, Houston, Kansas City, Los Angeles, San Francisco and Portland. Cars were transported completely covered.

Everything about the show follows through on the image Cadillac has built over the years. Costumes are gorgeous. Evening gown Miss Amouri wears to point out Cadillac features is a \$900 creation. Evening gowns worn at the ball sell for \$500 or over. Sets and lighting are outstanding, too. All three were done by Howard Bay. He has many Broadway shows to his credit, most recently "The Music Man."

Show is completely original from script to music and lyrics. It was directed by Edward Reveau, TelePrompTer Corp. Reveau and Richard Maury collaborated to write the script. And Tom Joerger is responsible for the music and lyrics.

Twelve actors and actresses perform all 21 parts in the show. All are professionals. They tour the country by commercial airlines to put on the show. Company officials use a company plane. TelePrompTer brought a regular crew of six from New York City. Remainder of stage hands are hired locally.

Even as the show's elegance is a direct result of Cadillac's wish to uphold its image of perfection, all problems were a direct result of the same factor.

► Biggest problem revolved around the car Cadillac chose to put on stage

for initial presentation. It's black. White had been used for years so Cadillac figured it was time for a change. Black was chosen as it seems to live up to the image best.

But black is a bad color to put under lights. It acts as a mirror or reflector. Because of this quality, every mark or blemish can be seen under lights. Show crew had a hard time to polish the car to get out every smear or blemish. In fact, car was polished for about 22 hours by as many as six men at a time.

► Near crisis developed during the first dress rehearsal. Sequins on Miss Amouri's gown had rhinestone tear-drops in the middle of them. Every time her gown brushed against the car, so did the rhinestones. When officials checked the car after rehearsal, they were dismayed to find several tiny scratches on it. Crew was immediately put to work to polish out scratches. Even v-p Roach was seen taking his turn. When the car was presented, not a mark was visible. But there was some serious concern for a while that the finish might be polished right off the car.

As has been mentioned many times, Cadillac is most concerned with living up to its image. This holds true especially with the show's script. Every line and every action was checked against the image. If it didn't fit, it was pulled.

Comedy is okay with Cadillac as long as it isn't at the expense of a dealer or salesman. It also won't consider jokes about a problem of one of the cars. But show pokes gentle fun at personnel evaluation tests. (Company feels sales manager should know his men before he hires them.)

Cadillac no longer hesitates to mention competitor's names. In one crack someone wouldn't do the Continental (meaning the dance, of course) because it's gone out of style. In reference to getting more competitive trades, show mentioned many competitors. Lines went, "Take a look at the Trade Analysis Sheet for July. The biggest percentage of trades are Cadillacs. All right. That's expected and it shows we're taking good care of our owners. But what about Buick, Olds 98, Chrysler and Lincoln?"

► Day before show was to open in Detroit, script had to be cut 11 minutes. It was done successfully and nobody forgot cues or lines.

Reveaux has produced Cadillac's show for the past seven years. "Cost for this production will run Cadillac about \$150,000," he reveals. "And it's the least expensive of all General Motors shows. Good rule of thumb



The new Starlight Room, comfortably seating 600, has been acclaimed the 'most completely planned and versatile meeting room in the Southeast.

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Groups from the following companies were recently entertained at The Belleview: Travelers Ins. Co., New York Life, John Hancock Life, Textile Bag Assn., Nat'l. Lumber Mfg. Assn., Waxed Paper Inst., Inc., Chemical Spec. Mfg. Assn., Northwestern Mutual Life, Aetna Life, Manufacturers Life, Mass. Mutual Life, and American Inst. of C.P.A.'s.



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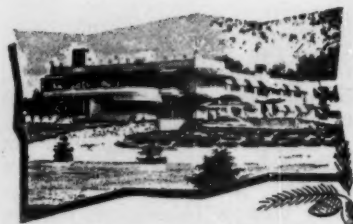
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to follow for these shows," he says, "is to figure about \$1 for each car sold."

Cadillac must feel it's worth it.

Company has put on this sort of show for as long as most can remember. And sales have been on the increase.

New Approaches by Ford and Buick

Ford Motor Co. recently introduced its new Falcon to 2,000 press, radio and TV representatives at an "electronics press conference."

Conference was produced for Ford by Theater Network Television, New York City. It was a one-shot closed-circuit TV show broadcast to 22 cities across the country. It originated from Dearborn, Mich.

Henry Ford II, Ford's president, opened up the show with a welcome speech. He also discussed Ford's reason for bringing out a small car.

Slides of the Falcon were shown on video tape and film. Live question and answer period followed the presentation. Two-way visual and audio hookup made it possible for press representatives in each city to direct questions to management.

More than 15,000 miles of line were used for the broadcast.

Buick Division, General Motors Corp., is doing a turnabout this year. Company invited customers and prospects along with dealers to see the world premiere of the Turbine-Drive Buick '60.

Cast of 39 will travel all over the country to put on the show. It's an original musical created for Buick by Broadway personalities.

Show will be held in New York City, Sept. 28-31. It was originally scheduled for a two-day stand. Response was so overwhelming, however, two extra days were added to the schedule.



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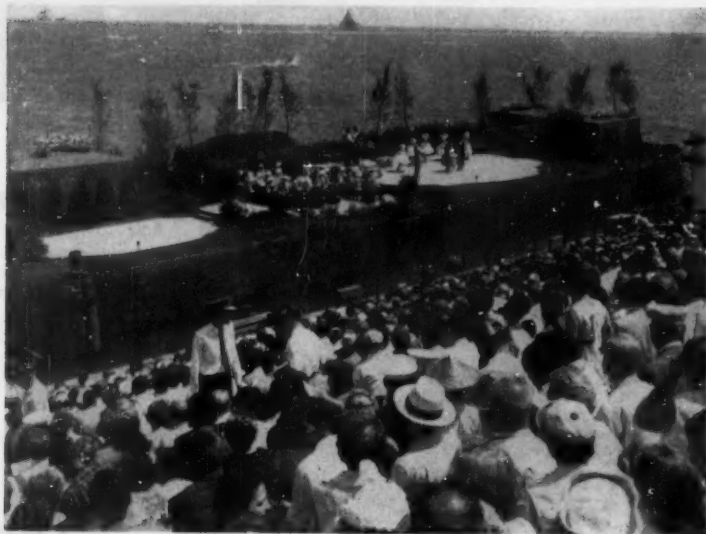


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B. B. LEIDER, Managing Director



QUEEN ELIZABETH II (left) and Prince Philip (right) visited the fair July 6.



ENTERTAINMENT was performed aboard a barge anchored off Navy Pier.

Bigger International Fair Planned for Chicago in '60

Show attracts huge crowds; many exhibitors report excellent business. Fair management tells changes to be made to improve event: More time for buyers; wider aisles; more restaurant facilities; better ventilation. Fair to be on Navy Pier again, July 2-18.

Plans for a bigger and better 1960 Chicago International Trade Fair are already underway.

This year's fair was so successful, it will definitely be repeated next year with some improvements, says Chicago Association of Commerce and Industry, sponsor. Management hopes it will become an annual event.

Almost 900,000 persons crowded into the Navy Pier, July 2-18, to see a combination of foreign products and exotic entertainment. About 31,000 were buyers.

Fair was designed to stimulate the import of foreign goods directly to Chicago by way of the newly opened St. Lawrence Seaway.

Survey of this year's exhibitors indicates that wholesale orders approached the \$20-million mark. Most exhibitors are well satisfied with results of the fair, according to show management. Many claim they are sold out for months.

Dealers and manufacturers of autos described results of Chicago's first annual International Auto show phenomenal. Sales reached more than \$627,500. And many exhibitors "haven't been heard from yet."

No one can cite any particular reason why the fair attracted so many visitors. It may have been the entertainment. It was certainly unusual—and all free with the general admission charge of \$1.50 for adults, 50 cents for children.

There were ritual dancers from Ceylon, voodoo dancers from Haiti and flamenco dancers from Spain. They performed aboard a landscaped barge called Holiday Island. It was anchored off the end of the Navy Pier in Lake Michigan. Then there were stunts on water skis, high diving performances and dramatic fireworks.

Or it may have been the array of goods which 500 importers and manufacturers exhibited. Textiles, handcrafts, art works, automobiles, appliances and industrial equipment were included in exhibit from 65 nations.

Just about all of the 27 nations that had government pavilions are expected back next year plus others, reveals Richard Revnes, director of the fair.

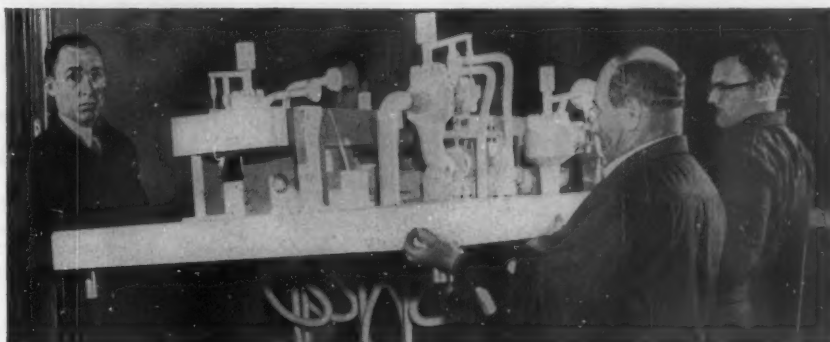
One of the fair's highlights was the July 6 visit by Queen Elizabeth riding on an electric cart-trailer.

"While exhibitors were pleased, we know that we should have more exclusive time for buyers," says Revnes. Schedule for next year will probably be set up like this, he says: "First five days will be set aside exclusively for trade. It will be open to the public for the next 10 days. And closing day will be limited to trade."

Buyers hours this year were sched-



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uled from 9:30 a.m. to noon. By the time the buyer and exhibitor began serious negotiation, the public had descended on both and it was impossible to accomplish anything. And the Queen's visit eliminated one buyer day completely.

► Other improvements planned for next year, reveals Revnes, include:

"Widening of aisles and provision of cross aisles to increase space for visitors by 40%.

"Selling at retail to be confined to an International Bazaar section. This will segregate retail selling from areas where importer-exhibitors are inter-

ested in reaching wholesale trade.

"Provision for more adequate and satisfactory storage space.

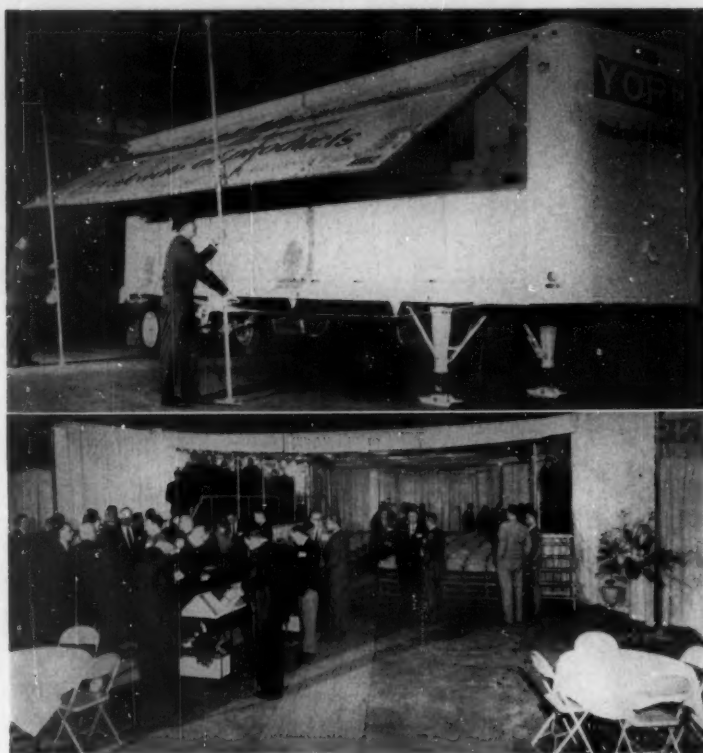
"Improvement of food and restaurant services.

"A number of attractive outdoor coffee, snack and restaurant facilities are to be constructed to provide quick, convenient service in addition to outdoor garden restaurants used this year," says Revnes. "Air-conditioned 'Club Internationale' aboard the Prinses Irene was a comfortable beverage and sandwich facility. It would have been used more extensively by exhibitors if there had been full meal service. In 1960 Prinses Irene will re-

turn as a hospitality ship. But meals will be served and all exhibitors will be admitted automatically.

"Ventilation at this year's fair was inadequate to cope with the record attendance. Engineering studies are already underway to correct this problem," Revnes reports.

"Public as well as exhibitors and buyers will enjoy the fair even more than in 1959. Considering that this was the Association's first attempt, it is grateful for the success it enjoyed. Goal is to make next year's fair the largest, most profitable and exciting international trade event in the United States." ♦



DRIVERS CONVERT trailers into "Cavalcade of Products" display (top). Upper section becomes an overhanging roof; lower portion drops down for a walkway. This is how the inside of the trailers look when they're all set up (bottom).

Presto! It's a Hall

York backs up two trailers and has an exhibit hall and meeting room. Units have been on nationwide tour to 17 cities. Show new line of air conditioners, refrigerators, heating products.

Combine two trucks and what do you get? In York's case, an exhibit housed in a meeting hall.

"Cavalcade of Products" recently completed an 8,000 mile nationwide tour. It was exhibited in 17 cities over an 85 day period.

Cavalcade displays York Division, Borg-Warner Corp., 1959 line of air conditioning, refrigeration and heating products for home, business and industry. All equipment is set permanently into two vans which make up the Cavalcade.

Trailers were custom designed and built for York by Gramme Trailer Corp. Tractors used are the property of Aero Mayflower Transit Co., Inc. They were repainted white and black to match the color scheme of the York display.

Specially built trailers combine to provide the show setting. At each showing they are parked facing each other about 40 feet apart. Side panels are lifted open. About three feet of the panel folds down and becomes a walk. Remainder opens upward and is positioned perpendicular to the trailer to serve as an overhanging roof.

Canopy is strung up from one trailer to the other. Folding chairs are set in the area between the trailers to create an amphitheater atmosphere. Hand railings and draperies are placed along the walkway. Portable light fixtures are put into the ceiling. Exhibit is now ready for public display.

This was the first time in the air conditioning and heating industry that a complete line of new equipment has ever been shown in this manner, says Austin Rising, vice-president and director of marketing for York. It also marks the first time a display of this size has ever been built into a truck or trailer to be taken on a nationwide tour, according to Aero Mayflower Transit. ♦

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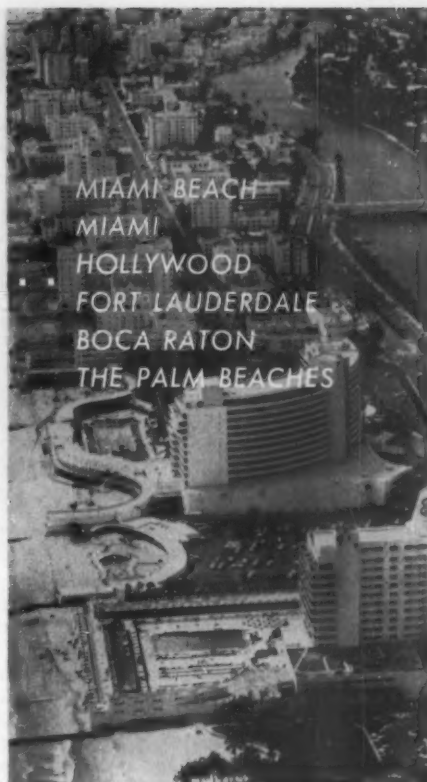
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MEMO: TO: Exhibit Department
FROM: Marketing Manager

Just learned that there's a new list of all trade and industrial shows. It covers
every industry and gives dates long in advance.

This is just what we need to plan show participation on a long-range basis.
It's about time we had a complete index to everything that may concern us exhibit-
wise. The listing is called "Exhibits Schedule" and is turned out by Sales
Meetings in cooperation with Exhibit Producers and Designers Assn.

Costs \$25 a year and is broken down into three sections: one by dates, another by
cities, and main section by industries.

It should be invaluable when we plan our exhibit schedule. Suggest you order a
copy right away from EXHIBITS SCHEDULE, 1212 Chestnut Street, Philadelphia 7, Pa.

Board "Plane" For Parley

More than 200 Zenith radio, stereo and TV dealers from all parts of Oregon and southern Washington State will be talking long about the 1960 product preview they witnessed in Portland, Ore. And the distributor is sure they'll retain their enthusiasm and memories of sales talks much better than usual, too.

Distributor, Electrical Distributing, Inc., had handled Zenith in that Far Western territory slightly over a year when it developed a different "twist" of an airplane promotion idea for its annual sales meeting. Idea was formed in conjunction with Western Airlines. It was the first promotion of this type for the airline, too.

R. W. Vial, advertising and sales promotion manager, Electrical Distributing, working with the approval of his president, A. M. Cronin III and with a nod of interested approval from Zenith, ordered a full-scale mockup of a Western Airlines "Champagne Flight" ship made by a local Portland firm.

Appearing true to life down to the official airline insignia and paint job,



ABOUT 500 board full-scale mockup of Western's "Champagne Flight" ship.

it included a full-scale front section of the plane back to the middle of the wings. From the wings jutted engine nacelles with spinning propellers.

Mounted on the front of the distributor's building facing a main thoroughfare, it had the appearance of a full-size DC6B flying out of the building's second floor.

The 200 dealers, plus another 300 wives and salesmen, climbed an authentic-looking ramp to the plane's door, walked down the fuselage past authentic seats, and into a theater where the sales promotion meeting was held.

Theater screen showed flight scenes, and a stereo outfit played background takeoff sounds. "Stewardesses" came down aisles with authentic champagne, just as it is done on Western's luxury flights. Even lunch was served airline style on trays with the real thing from Western's kitchens.

To start the show, Pres. Cronin announced: "This is your captain, etc., etc.," and moved into the introduction of new models and sales approaches. Among prizes were free trips on Western's new Electra ships going into service this summer.

Airplane motif idea, of course, is far from new. Jantzen used it, for instance, to present its 1959 spring lines. But in that case it was a partial-size mockup of a Pan Am cabin mounted on a stage as background for the showing.

Full-scale plane flying out of the building made a real impression with the dealers, and a large section of Portlanders besides. They couldn't help noting the large-lettered "Up, Up, Up With Zenith" painted on sides of the boarding steps as they drove past the distributor's building.

Zenith officials, too, have expressed keen interest in the idea, Vial says, but haven't announced plans as this is written. Idea also tied into the 25th anniversary "airborne" program of the Zenith line. ♦

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Exhibit to introduce new motor to company and distributor salesmen zips around country—34 locations in 14 days. Not done with mirrors—just 18 units, five two-man teams and good scheduling.

Here's a traveling exhibit that was presented 45 times in 34 locations—all in 14 days. And the locations ranged from 200 to 500 miles apart!

General Electric Co. wanted to introduce its new magnetic motor starter to company and distributor salesmen throughout the country. Quickly, too.

Here's how it did it: Eighteen identical exhibits were built. This was the number needed to fulfill requirements of the trip. Also, it was the number needed to place permanently in G-E sales offices at trip's conclusion.

Five teams of two men each were organized from within G-E's General Purpose Control Department. They made the presentations.

Staggered schedule was set up for shipping the exhibits to presentation cities. Schedule used after first presentations for one team looked like this:

2/2 Denver—exhibit shipped to Phoenix for 2/13 presentation

2/3 Salt Lake City—exhibit shipped to San Francisco for 2/9 and

2/10 presentation

2/4 Seattle—exhibit held in Seat-

tle for permanent installation

2/5 Seattle

2/6 Portland—exhibit shipped to Los Angeles for 2/11 presentation

2/9 San Francisco—exhibit held in San Francisco for permanent installation

2/10 San Francisco

2/11 Los Angeles—exhibit held in Los Angeles for permanent installation

2/12 Los Angeles

2/13 Phoenix—exhibit shipped to Denver for permanent installation

Schedules for other four teams were worked out in the same way. Each team covered a different section of the country. In majority of cases, exhibits were shipped via Emery Air Freight. When locations were close together, they were transported by car. None were late.

Major kickoff was Feb. 2. It did not take all the teams 16 days to complete their tours. About 500 saw the exhibit at each presentation.

General Electric spent about one week to schedule the tours. Harry Stief, Inc., Cleveland, Ohio, took about 1.5 weeks to build the exhibits. Exhibits were 6-ft. high and 4-ft., 2-inches wide. They were displayed on their own shipping cartons so each unit was self-contained.

Exhibits were revised from ones used earlier. Earlier one introduced a different kind of magnetic starter. Original components on the board were used to show the starter in relation to a control system or circuit. By adding the new starter to the board, rest of the line could be shown again. ♦

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SHERATON
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We Goof But Score in Moscow

(continued from page 40)

showed the goods our system can produce. We didn't really educate visitors. We merely gave them a look at what they had come to expect American goods would be like.

Well, we had a chance for some educating with IBM equipment. We could have given some accurate facts on our system. But, alas, we make this part of our exhibit appear so unimportant that comparatively small crowds stay around to see it. And it is a captive audience, for they have gathered in the building to see our seven-screened picture show. As soon as the film is finished, we'd be able to direct the crowd right to IBM for answers to Russian questions about us. But display technique is lacking. Crowds drift out of the building and most never even know that there is something really worth while at the IBM area.

► About Sevenarama. It is projected from seven 35-mm motion picture projectors. They are mounted on slanting concrete bases so that they can reach the ceiling-mounted screens without distortion. Because projectors have apertures with square corners, blank apertures had to be filed out by hand to fit screen angles and dimensions. This was done, on the spot, by the chief projectionist. Incidentally, it took five days to mount the screens. No provisions had been made in the building for screen mounting brackets. A makeshift arrangement had to be devised to get the screens to hang properly and securely.

While Sevenarama is basically a slide presentation on motion picture

film, there are some small sequences in motion. Synchronization is excellent. All projectors are locked in together and run perfectly. Between each 14-minute show, the three-man camera crew rewinds film and sets up for the next. It has 26 minutes between showings.

Sound for Sevenarama comes through 28 directional speakers mounted in the ceiling. They project down at the crowd. The human bodies act as baffles. They absorb the sound and prevent echoes from bouncing around the domed building.

(For the statistically minded: total of 2,100 photos were used in the Sevenarama presentation. Eight sets of film were brought along and the crew was on the third set at the halfway mark in the fair's run.)

► Before we go along to other exhibits, suppose we backtrack and take a look at how our exhibits were put together. Our basic plans were ridiculous. They had disaster written all over them. In six months and with a pittance of cash for so large an undertaking, we were to create a picture of America in concrete, glass, plastics and wood.

Who in his right mind would plan to construct buildings in Moscow that required pouring concrete in winter weather? Do you remember reading about clouds of concrete dust that rose from the floors in the early days of the fair? That wasn't just poor quality of cement. It was the weather, too — when concrete was laid. There is snow up into April in Moscow. Frozen ground was a problem for building erectors. Actually, three days before

They Saw Our Exhibit First Hand

Robert Letwin, editor, was accompanied to Moscow by some of America's top exhibit specialists. Here are the men in his party who studied our exhibit effort:

Harold Averick, president, Design Built Studios, Inc., Long Island, N. Y.; Belmont Corn, Jr., president, The Displayers, Inc., New York City; S. J. Fairweather, president, General Exhibits and Displays, Inc., Chicago; Philip Harrison, publisher, Sales Meetings; Joseph I. McDonnell, general manager, Chalfonte-Haddon Hall, Atlantic City; Francis B. Messmore, Messmore & Damon, Inc., New York City; Benjamin E. Smith, sales manager, Crow-Burlingame Co., Little Rock, Ark.; Harvey C. Stief, president, Harvey C. Stief, Inc., Cleveland; Fred J. Tabery, Tabery Corp., Los Angeles; Robert Weinstein, president, Dyna-Graphic Displays, Inc., Brooklyn, N. Y.

the fair was to open there were open trenches in front of our buildings where utility lines had to be run.

It was a mad race to erect and install our exhibits. Few exhibits had been planned thoroughly in advance. Much on-the-spot designing took place. Direction was helter skelter. Many eager hands, of guides, for instance, couldn't be used because there was nobody to direct them in productive pursuits. Finally, a few days before the fair opened, everyone grabbed a paint brush and dust cloth. This included guides, embassy staff, personnel from industry who were sent over by their companies to man exhibits, and even visiting Americans.

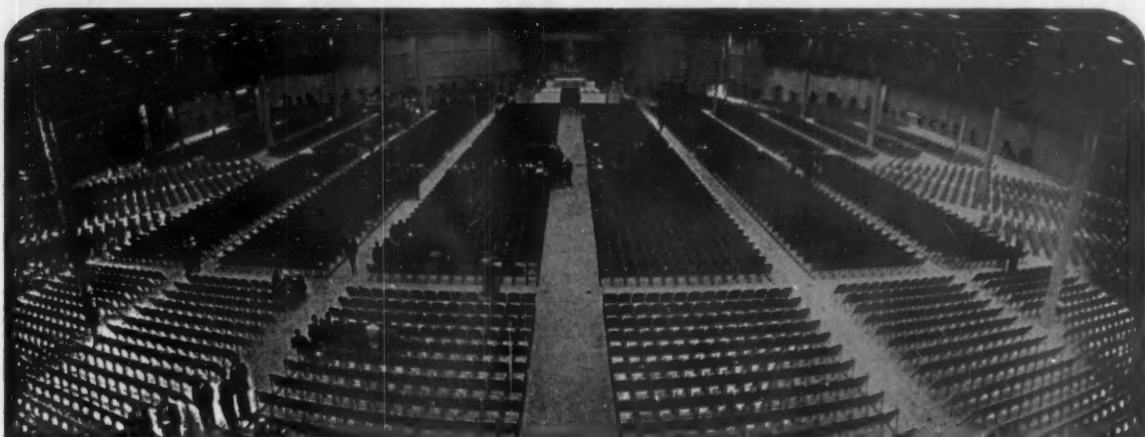
Soviet labor was most cooperative, according to fair officials. However,

we did get stung on the cost. Instead of charging us the rates that the workers receive, Soviet trust managers charged more than two and a half times what we expected to pay. Trusts were not too eager to supply labor because it interfered with production goals that they had to meet for their seven-year plan. While trust managers may have been reluctant, Soviet workers were not. After a taste of working American style, they liked it fine. Some showed creative imagination and initiative to solve construction problems.

► Some of the things we discover in Moscow is that the average Russian is a pretty good Joe. He likes Americans; has a respect for American

know-how; wants to be friendly. Of course, this does not jibe with Party policy, and creates some of the many tensions that exist between Russians and Americans in Moscow.

There were more foreigners connected with the production of our fair than Americans. Our basic display structure, "jungle gym," had parts fabricated in Milan, Italy, as was the glass building itself. Silk-screened signs were produced by Germans. What few models we had were made in Germany and our photos were mounted in Berlin. Most erection was handled by specialists from Finland and panels were fabricated in Helsinki. While lighting came from New York City, our generators were French and our air con-



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Inside our glass building, which houses our product displays, traffic flow is not smooth. "We played traffic flow by ear," reveals one of the show designers. Wire cord can be seen strung in many sections of the building in an attempt to rectify a traffic pattern that originally didn't exist.

While some Americans consider traffic flow a great failing, I don't. I don't see how you could possibly handle so many people, give them a chance to ask questions of guides and discuss answers, and expect smooth traffic flow. You are bound to have knots of traffic around popular items — and our guides are the most popular things in sight.

While few of our 86 guides speak really fluent Russian (most are students who have studied it for just two years), they come through well. Often they have to search for words. One young lady tried to explain some American food and couldn't think of the Russian word for potato. She threw out her hands and thought aloud in English, "Now what in the world is the word for potato?" Somebody understands and tells her. All the Russians smile. They are captivated by our simplicity—lack of regimentation and canned commentary.

► Of course, our guides err sometimes because they don't know the answers. For instance, one guide played right into Russian propaganda hands. He believes that about 25% of the cost of American products goes toward advertising them. At least he believed this until a few of us with marketing background set him straight. Maybe during the last half of the fair's run he can set a few Russians straight when the subject of marketing and advertising arises.

I don't know how many other blunders our guides made about our system, but I suspect few of these college kids know much about marketing. Maybe if we have a fair in Moscow at some future date, a short course in marketing may be in order. Russians teach comparative economics in all schools as a required subject. However, their comparison of systems distorts our economy to a point where you'd never recognize it. Our guides can't combat this if they don't know our system well enough.

Before we go on to other exhibits, let me make one important observation: We are making inroads into the Russian mind in Moscow. It's small; it reaches comparatively a small percentage; but we are having success. It is not only the fair, but the presence of Russian-speaking Americans. Our people are able to meet Russians

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No Tickets for Americans

Because Soviets controlled sale of tickets to our exhibition in Moscow, visiting Americans couldn't get them.

Personnel at our Embassy was bombarded by visiting Americans who demanded that they be given tickets (which the Embassy didn't have). Americans managed to get into the fair at a side gate. American guides came to this gate to escort our citizens past Russian guards.

after hours, to visit their homes (although clandestinely) and talk about America.

Americans in Moscow, although carefully watched, do manage to talk to Russians outside of official earshot. We do see small glimmers light up in Russian eyes as we explain what it's like to live in a free society. This is done on a personal level, aimed at the individual and what it would mean to him. This differs completely from a propaganda approach. It gets to an individual in personal terms — what it means to him in his work and the way he lives.

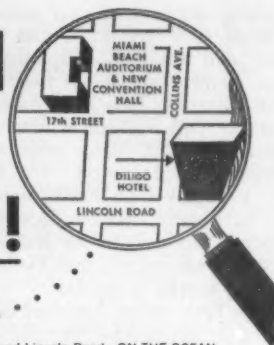
► On the basis of months of such contact between Americans and Russians, I suspect that we shall not be invited to exhibit in Moscow again. I suspect that the Russian hierarchy will clamp down on visas next year. Truth is one thing that the Soviet system regards lightly. If it starts to interfere with its aims, you can expect it to be shut off.

I believe Americans in Moscow are spreading too much truth—for the Party powers, that is. When an In-tourist guide (who is about as loyal to the system as you can get, and gets his job because he is) admits—as one did to me—that maybe his newspapers ought to give more truth about America, you know we're making some impact.

So, don't be surprised if there is no exchange of exhibits next year — although I hope there is. Don't be surprised if the 10-day wait for visas to U.S.S.R. become 10 months or more — as it was not too long ago.

Well, back to Ivan and his trek through our exhibition. He waits in a long line to see our model home. Its about a \$12,000 pre-fab. He sees it but doesn't believe it. It is incomprehensible to him that any average

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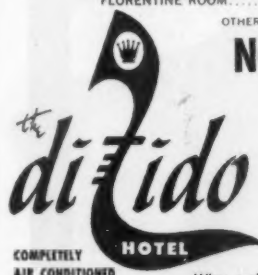
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family can have all that room—could afford such luxury. Soviet citizens are used to one-room apartments for one family—sometimes two. Upper-crust Russians have three-room apartments. This is about as much luxury as a high-paid, highly respected top engineer might expect. You have to be a mighty high Party functionary to have more. So our model house doesn't ring true to our Russian visitors and the house scores badly in the voting booths at the fair.

We have voting machines in which Russians can vote for the exhibits they like best. Tallies each week show

new preferences. One week our cars are most popular, later "Family of Man" photographic exhibit is a high scorer, and then color television pops up as number one. Abraham Lincoln leads as the favorite American patriot; Mark Twain, favorite poet; New York City, most popular city. (Our model home takes about 15th place in popularity.)

In many ways, the average Russian is much like Americans. He appreciates the same kind of humor; seems to be basically friendly. So it is small wonder that he has a penchant for American cars. Our auto exhibits

were among the most popular. Fortunately, manufacturers sent over some Russian speaking commentators. Crowds never left these car displays. They plied all sorts of questions about cars. They would have crawled all over them had they not been manned by American personnel.

And on the subject of crawling, let me mention mauling. Visitors pawed, squeezed, shook and pried into everything within reach. They examined everything they could get their hands on. They swiped whatever could be fitted into a pocket. Damage from handling and absences caused by pilfering were a major maintenance problem. (More skilled exhibit designing would have reduced damage and pilfering. Any exhibit planner worth his salt knows the basic elements of theft prevention and how to avoid damage.)

► Circarama, as it was in Brussels, captured the crowds. Unfortunately, less than a third of the visitors to our fair could see Circarama. It could accommodate just 500 people at a performance. And although there were 27 shows a day, less than 14,000 of the more than 50,000 gained admission to the circular theater.

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*THE SKYSCRAPER
BY-THE-SEA*



Russians did not respond orally to Circarama as did Europeans at Brussels last year. In Brussels, audiences ohhed and ahhed. Russians were silent. They didn't gasp as the test car on the screen approached the top of a steep grade, as did Belgian audiences. But the grandeur of America did sink into their thinking, you can be sure. They couldn't help but see how our homes, stores, highways, schools and vast auto parking lots compare to what they have.

► Top attraction at our fair is the RCA exhibit. It is a television studio. From the balcony and on floor level, visitors can watch live television and films. Live programs right in the glassed-in studio are interspersed with films—most with Russian soundtrack. What was most popular? Color cartoons. Richard Hooper, RCA exhibit specialist in charge of the exhibit, says, "We could show cartoons all day and the kids would never move from the TV receivers." Russian children literally hang from the balcony to see the color TV programs.

Live shows include cooking and sewing demonstrations. Another popular live show has no sound. A batch of Russian youngsters are invited into

the studio and given American games and toys to play with. Their delight, as captured by the color camera, makes a powerful segment of the full-day program.

TV technicians have a fine time working with Russian children. They introduce them to new games which make great live telecasts. A big favorite is musical chairs. Until our fair opened, Russian kids never played musical chairs. It is this fun-type game and purely human reaction that helps to create a little extra warmth for us, I believe. Russians can't help but recognize the sincerity with which

our TV people teach games to the children and handle them. It is little things like this that congeal into a full picture of what an American is—in the minds of Russian visitors.

RCA has a considerable staff of technicians as well as four Russian speaking announcers who interview visitors for the closed-circuit telecasts. These are seen only in the vicinity of the RCA studio. RCA has hundreds of thousands of dollars' worth of equipment in its exhibit. It has thousands of dollars in salary and maintenance of personnel. But as with all companies represented at the fair, it

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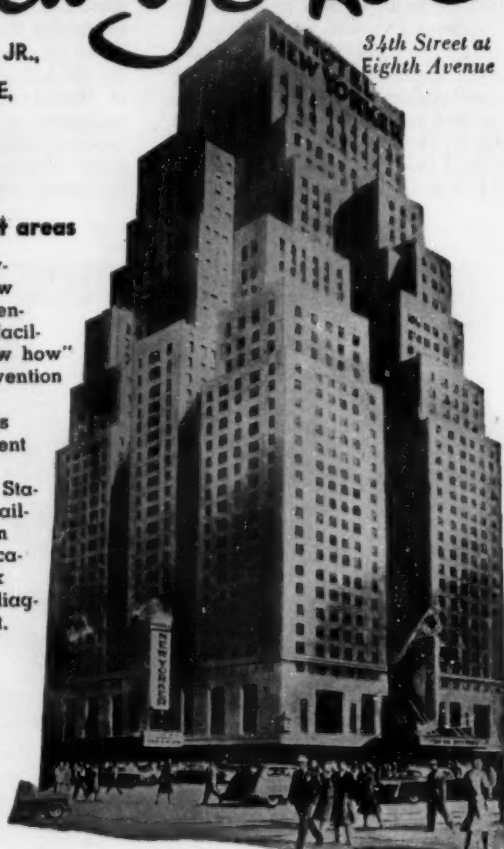
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is a worth-while contribution toward eventual (we hope) understanding between peoples.

It is impossible to credit all the companies that sent people and products. The list is long. But as you wander through our fairgrounds, in addition to RCA and IBM, these are some of the names you jot in your notebook: General Motors, Chrysler, Ford, American Motors, International Harvester, All-State Properties, Macy's, Westinghouse, General Foods, General Mills, Whirlpool, Polaroid, Pepsi-Cola, Singer, McCall's.

Russian officials are often difficult to understand. For instance, they at first refused to allow Pepsi-Cola to distribute free drinks on the basis that paper cups are not sanitary. (Even Russian beverage vending machines use a common glass that you rinse out with cold water if you're the finicky type.)

I believe that the sanitary issue was a fiction and that the Russian powers were afraid that the taste for Pepsi might catch on. They don't want any more pressure for new products. (I suspected the sanitary bluff when I saw Russian paper cups in use at a small park in Leningrad. This, incidentally, was the only place I ever saw anything but glasses used by vendors, of which there are thousands in Russia.)

► "Family of Man" was popular with Russians from the time the fair first opened. It is an exhibit of photographs that has universal appeal. However, certain of the pictures did not appeal to Soviet officials and had to be removed. (A photo of a Chinese child with empty rice bowl probably hit too close to home.) Maybe one reason why Russians like this exhibit in addition to its aesthetic quality is that traffic is controlled here. You walk in a definite pattern so that you can see everything. You don't have to make a choice of where to go.

Unquestionably, our architecture exhibit is the worst piece of exhibit work ever foisted on any audience. It is just plain stupid! We show huge blow-ups of new building designs. Many appear to be piles of rocks, prison cells or anything but what they are. Not only are some blowups of poor quality, but the photos themselves were taken at strange angles. (Until somebody proves otherwise, I'm inclined to believe that the photos were taken by Pravda to show modern architectural decadence in U.S.A.)

Two American exhibit specialists who accompanied me through this exhibit almost vomited on the floor. If this is an indelicate way of ex-

Books Return—Fast!

Even Party faithful succumb to the lure of reading American books. On opening day of American National Exhibition, which was set aside for Russian officials, books disappeared from our display in wholesale lots.

Next day, they were all returned. You see, Soviet brass knew who was invited to this special showing and made it clear it expected the books to be returned pronto—or else.

Of course, after the first day when there was no record of attendance, books vanished with no chance of being traced.

pressing their distaste, it is about as close as I can come in mere words. Whoever okayed those weird photos for that exhibit never lovingly labored over plans for a new building, never watched it spring up from barren soil to a thing of beauty against the sky.

Perhaps the best examples of modern American architecture were put on color film. These might have had great impact. These might have contrasted sharply with what the Russians have architecturally. However, you can't see the film because built-in stereoscopic viewers are in need of repair. Not one works.

From the outside, the architectural exhibit building appeared to me to be a men's room—save for the huge lettering to tell it had architectural exhibits inside. It would have been best if it were a men's room.

► A word about those plastic parasol-shaped pavilions. Undoubtedly they were an engineering accomplishment worthy of note. The design was original as were brand new specifications for a structure that had never been tried before. To the designer and the plastics industry that made this experiment possible, goes my admiration. To the exhibit director who permitted these visual monstrosities to be used, goes my sympathy. (I'm sure he'll hear about it from other sources.)

Seldom have I seen something (I don't know how to classify these plastic umbrellas) that is as useless and ungainly to look at in an exposition. The color is a brownish green—color of a dirty fish tank. The many unrights certainly do not make for a good exhibit areas. They created

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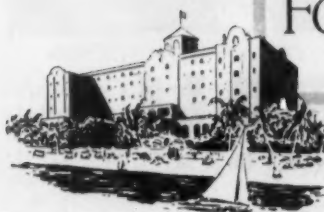
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problems of drainage and erection that were not worth the effort. A striped circus tent would have been infinitely more attractive, more practical and cost less in time, money and talent.

Popular spot at the fair is the small pavilion that demonstrates how American women have their beauty enhanced. This outdoor beauty salon attracts large crowds. Unfortunately, we had to use American subjects rather than Russian. U.S.S.R. said "Nyet!" to having Russian women improved. Russian women do not have benefit of our cosmetics and hairdressing. It would have been nice to have given a few a chance to look less drab.

Ivan really has a puzzled time when he reaches the small park within the American exhibition area where modern statues are shown. Russians are used to heroic statues that are as realistic as a hammer and sickle. Most were confused by modern art interpretations of the human figure. While the art is excellent, it might have proven worth while to have given some information about the artwork and the artists, so Soviet visitors could appreciate what the artist attempted to do. (And the fact that he could do it without censorship!)

► If you remember the hubbub created by the selection of art for our exhibit, you'll appreciate my astonishment to find a blank wall lined with priceless American paintings so high as to be out of ordinary viewing range. This wall was supposed to be blank because it created a narrow corridor down the end of the exhibit area. However, when all the fuss was raised about art selection, additional paintings—"more representative"—were rushed over to Moscow. However, they arrived with no place to go. So, high up on the wall they went. If they were put at eye level they would have been knocked off the wall, so crowded were the aisles. (I suppose it was considered better to hang them out of the way than to keep them in their shipping containers and have hell break loose when somebody discovered that fair officials didn't hang paintings of early presidents and other conservative old canvases.)

Clothing for not only the fashion show but our guides was contributed by the clothing industry. Our guides wore ordinary street dress rather than uniforms. This was a good idea. Normal American clothing is as much a uniform—that is, stands out as being special—as any gold-braided tunic. Ordinary dress helped to achieve the

human warmth that appealed to the Russians.

If guides dress well, they eat well, too, better than the average American visitor to Russia. A special dining room was set up near the fairgrounds for American personnel. While food is Russian, meals are more to American tastes.

Even before they were built, U.S.S.R. had agreed to buy our buildings. Now it has just been revealed that we are allowing the Russians to buy the materials and products on display, too. Secretary of Commerce Frederick H. Mueller told the Russians that they could make on-the-spot purchase of RCA's closed-circuit color TV unit, for instance. The TV "package" at our fair is valued at about \$220,000.

Some 1,800 other American products are available for trade—including 1,000 items that ordinarily would require individual validated export licenses by the Commerce Department. Of course, the Soviet government and individual American manufacturers have to negotiate for the purchases.

It will be interesting to see what, if anything, the Russians buy. For instance, among our displayed items were a model kitchen display, house furnishings, hand and portable tools, radios, a complete home workshop, farm machinery, automobiles, office equipment, hi-fi equipment, pleasure watercraft, photographic equipment, pre-fab house, air conditioners and sporting equipment.

Ah, sporting equipment! How we Americans love to exhibit sporting equipment to foreign audiences. Imagine, if you will, three toeless, heelless, baseball stockings hanging prominently in a display with no copy to explain what they are.

In another display area, imagine, if you will, an assortment of empty aluminum plates hanging prominently from a string with no copy to explain what they are doing there. Such were some of the goofs of our "displaymen" in Moscow.

But, while we could pick and jab at blunders all day long, we cannot lose sight of this: We produced a show against impossible odds, and we have registered successfully with the people we wanted to reach—the ordinary Russian. How much impact our Russian-speaking guides make in their contacts, we may never be able to evaluate.

But, you can bet on it: If Russia refuses to swap exhibits next year, we had one tremendous success in Sokolniki Park in the Summer of 1959. ♦

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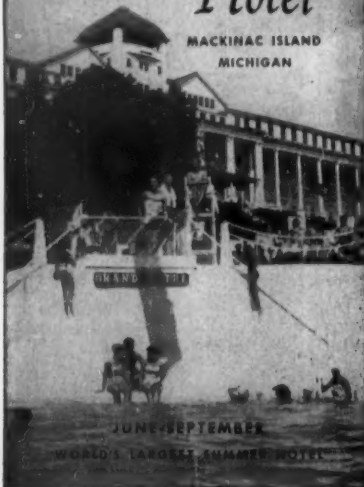
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-SM- BEST I'VE HEARD

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facts to help a speaker spice
his speech and make a point.

Subject: MARRIAGE

After a few years of marriage,
the young husband began to spend
many evenings out with "the boys."
One night his conscience bothered
him so he called his wife from his
office.

"Hello, darling," he said. "Slip
on your party clothes and meet me
downtown. We'll have dinner at
some quiet place and then we'll see
a show. How about it?"

"I'd be delighted to meet you,
Henry," she replied. "But why not
come out to the house and get me?
There's nobody home."

Now hubbie spends every night
at home. His name is Sam.

Subject: BAD DEBTS

A lumber dealer tried, for many
years, to figure out a way to collect
overdue accounts without coming
right out and saying, "pay or else."
Finally he hit upon the following
cash-prompting message which he
sends to all those who haven't paid
their bills in six months:

"It has been said that a man who
squeezes a dollar never squeezes
his wife. In looking over your
account, it occurs to us that your
wife is not getting the attention
she deserves."

Subject: MOTIVATION

After voluminous reports, articles
and speeches on motivation, these
are still the best list of reasons
why a woman is motivated to make
a purchase:

1. Her husband says she can't
have it.
2. It makes her look thin.
3. It comes from Paris.
4. It's different.
5. Her neighbors can't afford it.
6. Nobody's got one.
7. Everyone has one.

Subject: SQUELCH

A wolf, lounging in a hotel lobby
perked up when an attractive young

lady passed by. When his stand-
ard "How-de-do?" brought nothing
more than a frigid glance, he sar-
casmied, "Pardon me, I thought
you were my mother."

"I couldn't be," she said. "I'm
married."

Subject: COMMUNICATIONS

Rich Indian drove up in this
Rolls-Royce, took a carpet bag
filled with hundred-dollar bills
from the back seat and entered
the Las Vegas hotel. Without a
word he walked over to the rou-
lette table, opened his bag, and
started to bet. After three hours
of bad luck, his bag was empty.

He took his bag, put it onto the
back seat of his car and drove to
the nearest mountain. He built a
fire and sent up a smoke signal:
"Please send another \$500,000."
Just as the last puff of his message
rose into the air, an atomic explo-
sion went off some miles behind
him. The usual mushroom cloud
billowed into the sky.

An hour later, the Indian on the
mountain received an answering
smoke signal in the distance:
"Monev is on its way, but why
holler?"

Subject: SEMANTICS

A group of student nurses, creep-
ing back to the hospital one night,
met three internes at the gate.

"Shh," said a nurse, "we've been
out after hours."

"Shh," said an interne, "we're
going out after ours."

Subject: JEALOUSY

Every evening when he came
home from work his wife went
over his clothes with near-micro-
scopic inspection. Smallest hair on
his coat would lead to a frightful
scene.

One night she found nothing,
absolutely nothing, on his coat. She
burst out in torrents of tears and
sobbed: "Even bald women, now!"

**"It's the
little things
that count..."**

**like putting a
circus in the
ballroom!"**

— says Arthur Taylor,
Assistant Director of Sales
Sheraton Corporation of America



"I remember the day the circus came to town — right to the Penn-Sheraton Hotel in Pittsburgh. Big productions like this are constantly being staged in Sheraton convention rooms. I'd say the answer to their success is the meticulous attention Sheraton gives to the hundreds of little details involved in large-scale projects.

"The important thing is that you can leave your sales meeting or convention in Sheraton's capable hands from start to finish and know that every phase of the job will be done right."

When you turn over your convention or sales meeting to Sheraton, you can count on a smooth-running, trouble-free operation. Experts will arrange for everything from meeting rooms and banquet halls to menus and entertainment.

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Coast to coast in the U.S.A., in Hawaii and in Canada

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Park-Sheraton
Sheraton-East
(the Ambassador)
Sheraton-McAlpin
Sheraton-Russell

BOSTON
Sheraton-Plaza

WASHINGTON
Sheraton-Carlton
Sheraton-Park

PITTSBURGH
Penn-Sheraton

BALTIMORE
Sheraton-Belvedere

PHILADELPHIA
Sheraton Hotel
PROVIDENCE
Sheraton-Biltmore
SPRINGFIELD, Mass.
Sheraton-Kimball

ALBANY
Sheraton-Ten Eyck

ROCHESTER
Sheraton Hotel

BUFFALO
Sheraton Hotel

SYRACUSE
Sheraton-Syracuse Inn

BINGHAMTON, N. Y.
Sheraton Inn

MIDWEST

CHICAGO
Sheraton-Blackstone
Sheraton Towers

DETROIT
Sheraton-Cadillac

CLEVELAND, Ohio
Sheraton-Cleveland

CINCINNATI
Sheraton-Gibson

ST. LOUIS
Sheraton-Jefferson

OMAHA
Sheraton-Fontenelle

AKRON
Sheraton Hotel

INDIANAPOLIS
Sheraton-Lincoln

FRENCH LICK, Ind.
French Lick-Sheraton

RAPID CITY, S. D.
Sheraton-Johnson

SIoux CITY, Iowa
Sheraton-Martin
Sheraton-Warrior

SIoux FALLS, S. D.
Sheraton-Carpenter
Sheraton-Cataract
CEDAR RAPIDS, Iowa
Sheraton-Montrose

SOUTH

LOUISVILLE
Sheraton Hotel
The Watterson

DALLAS
Sheraton-Dallas

NEW ORLEANS
Sheraton-Charles
MOBILE, Alabama
The Battle House

WEST COAST

SAN FRANCISCO
Sheraton-Palace

LOS ANGELES
Sheraton-West
(formerly the
Sheraton-Town House)

PASADENA
Huntington-Sheraton

PORTLAND, Oregon
Sheraton-Portland Hotel

HAWAII

HONOLULU
Royal Hawaiian
Princess Kaiulani
Miana
Surfrider

CANADA

MONTREAL
Sheraton-Mt Royal
The Laurentien
TORONTO
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Sheraton-Brock
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STAYING UP THERE IS A LITTLE TOUGHER

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